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THE COLGATE DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
Tayloe Murphy Institute

# RETAIL SALES IN VIRGINIA

## 1981

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The Tayloe Murphy Institute, which was privately funded by friends of W. Tayloe Murphy and by the Virginia business community, began functioning in 1967 as a research affiliate of the University of Virginia Graduate School of Business Administration. In 1972, the Institute merged with the Bureau of Population and Economic Research, which had evolved from state population and economic research programs in the 1940's. The Tayloe Murphy Institute conducts research of potential usefulness to business, government, or the public.

# PREFACE

This publication, the tenth annual report on the subject of retail sales in Virginia issued by the Tayloe Murphy Institute, comprises data similar to that published in prior years. The data included here are: GAF (general merchandise, apparel, and furniture) store sales and total retail sales in Virginia for 1981 from the Virginia Department of Taxation, and selected data from the United States Bureau of the Census.

Care should be taken in making comparisons between the series, because of differing methods of collection and tabulation of the basic data, as well as definitional inconsistencies among the various sources. Detailed descriptions of these series and the differences between them are included in the Appendix, pages 49 and 50.

This 1981 study, like the previous ones, was under the general supervision of Eleanor G. May, Research Director, Business Studies Center. The summaries of the Virginia Department of Taxation and the United States Census data were the responsibility of Mary E. Tompkins, Research Assistant of the Tayloe Murphy Institute. Robert T. Benton, A. K. Missimer, and Ronald Holt, of the Research Division of the Virginia Department of Taxation, were helpful in providing the special tabulations of taxable sales. Georgiana C. Shabanowitz typed the tables and the manuscript; Barry A. Jackson was responsible for the graphics.

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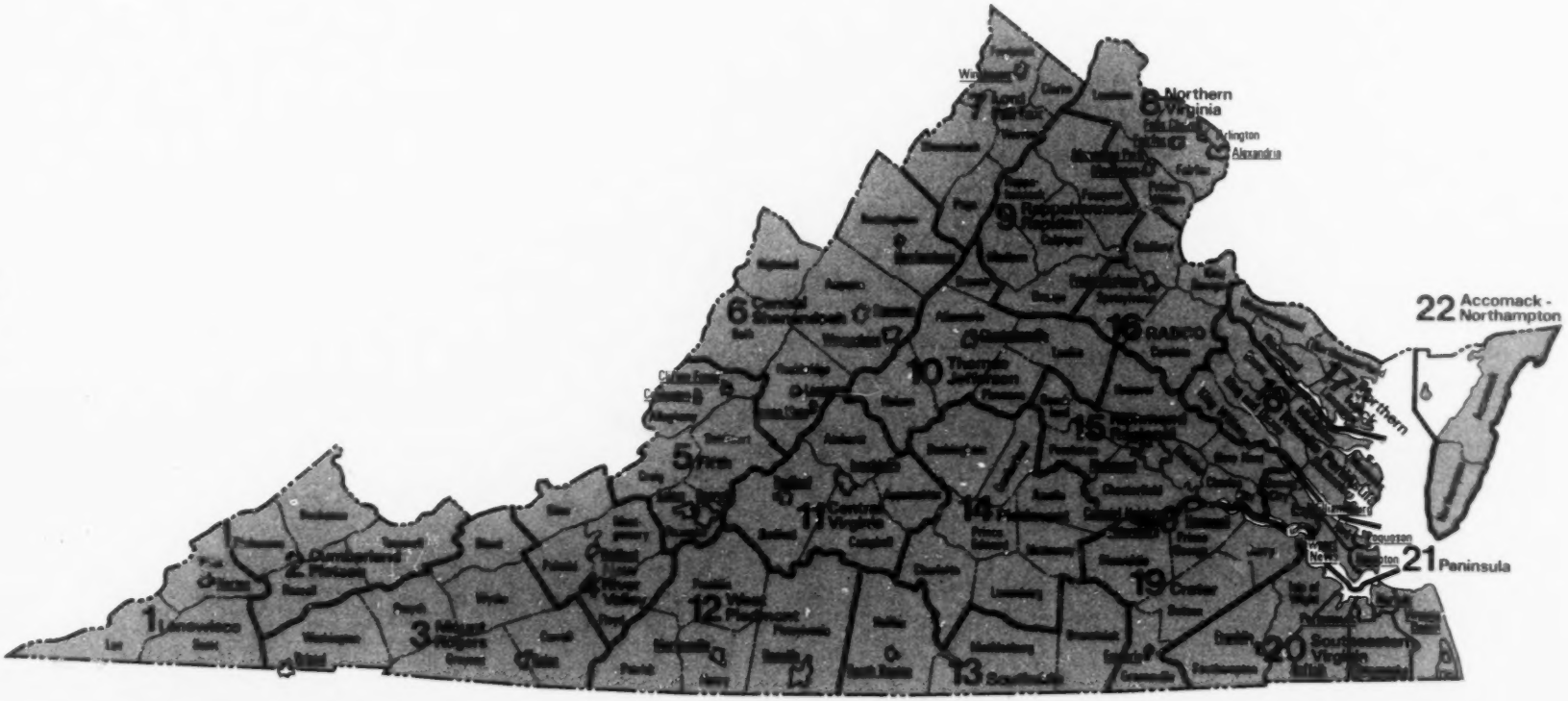
# Commonwealth of Virginia



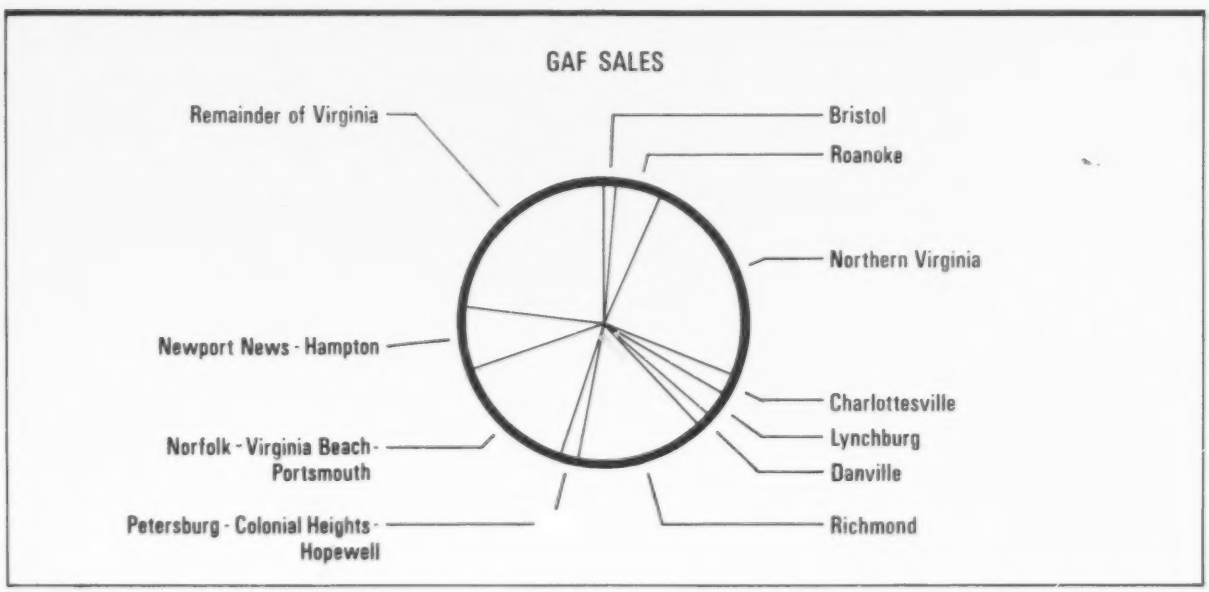
COMMONWEALTH OF VIRGINIA

| | |
|---|---|
| Taxable Sales | $20,780,018,000 |
| GAF Sales | 6,721,449,000 |
| Population | 5,347,000 |
| Personal Income | $58,103,300,000 |
| | |
| Taxable Sales per Capita | $3,890 |
| GAF Sales per Capita | 1,260 |
| Personal Income per Capita | 10,870 |

Taxable sales (including motels, hotels, and selected other services but excluding automobiles, gasoline, and alcoholic beverages) in Virginia in 1981 were $20.8 billion, up 7.8% from $19.3 billion in 1980. Total retail sales in Virginia as reported by the U.S. Bureau of the Census were up 12.0%. The lower figure based on taxable sales presumably was the result of the increases in prices of energy-related items, some of which are not included in taxable sales in Virginia. The increase in total retail sales for the total United States, however, was 8.8%, somewhat higher than for the state of Virginia.

GAF sales (general merchandise, apparel, and furniture and appliances, frequently referred to as department-store-type merchandise) in Virginia was reported by the Census Bureau to be 14.3% ahead in 1981 over 1980, a figure also measurably above the figure of 8.4% for the total United States. GAF sales, as reported by the Virginia Department of Taxation, was ahead 11.4%.

Sales increases reflecting equal or better performance for Virginia retailers as compared with the total United States were observed nearly every year since 1972 when the Tayloe Murphy Institute analysis began. In 1981, however, the comparison was mixed.



Of the eight Virginia Standard Metropolitan Statistical Areas (SMSA), the Northern Virginia part of the Washington DC-MD-VA SMSA had by far the largest taxable sales again in 1981, over $5 billion, 24.5% of the total State, up from 23.5% in 1979 and 24.1% in 1980. The next largest SMSA's, when measured by taxable sales, were Richmond, with 15.0% or $3,117,000,000 and Norfolk-Virginia Beach-Portsmouth, with 14.6% or $3,037,000,000. (Both of these SMSA's held the same proportion of State sales in 1980 as in 1979, 15.2% and 14.2%, but in 1981 the difference between the two areas narrowed with Richmond slipping slightly and Norfolk moving up.) The Newport News-Hampton SMSA followed, with 7.2% in 1981, up from 6.8% in 1979 and 7.0% in 1980, or $1,488,000,000; other area results were the Roanoke SMSA, at 5.3% or $1,098,000,000, the Lynchburg SMSA, at 2.9% or $613,000,000, the Charlottesville SMSA, at 2.3% or $483,000,000, the Petersburg-Colonial Heights-Hopewell SMSA, at 2.1% or $426,000,000, the Danville SMSA, at 1.6% or $340,000,000, and the Bristol SMSA (Virginia part), at 1.4% or $298,000,000.

Total State taxable sales increased 162% from 1971 to 1981, to $20,780,000,000. The Counties with the largest increases over the ten years were Chesterfield with 756%, James City with 653%, Albemarle with 417%, Hanover with 387%, and Stafford with 368%. The largest city increases were Virginia Beach with 301% and Chesapeake with 245%.

GAF sales in the State increased 148% between 1971 and 1981. Chesterfield County had the largest increase by far, 2,827%, followed by Albemarle County with an increase of 1,593%; Spotsylvania County apparently also experienced a large increase but reliable data were not available to substantiate this hypothesis. These abnormal increases were the result of openings of major shopping malls, Fashion Square in Albemarle County and Spotsylvania Mall in Spotsylvania County, both in 1980, as well as several malls in earlier years in Chesterfield County. There were twelve Counties, however, whose 1981 sales did not even equal those recorded in 1971 land, Buckingham, Charles City, Cumberland, Dinwiddie, Fluvanna, Grays eene, Northumberland, Prince George, Surry, and Sussex.

Taxable sales per capita for the total State was $3,890 in 1981 up 131% since 1971. Among the Planning Districts, Richmond Regional (PD 15) reported the highest taxable sales per capita, $4,930, followed by the Fifth (Roanoke) at $4,690, and Northern Virginia (PD 8) at $4,600. The Planning District with the lowest taxable sales per capita was the Piedmont Planning District (PD 14), $2,180.

GAF sales per capita for the total State was $1,260 in 1981. The Planning District with the highest GAF sales per capita was Northern Virginia (PD 8) with $1,730, with the Richmond Regional Planning District (PD 15) at $1,660, and the Fifth Planning District (Roanoke) at $1,520. The Planning District with the lowest GAF sales per capita was the Northern Neck (PD 17) at $530.

COMMONWEALTH OF VIRGINIA

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census | |
|---|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | GAF[1] Stores | Total Retail |
| January | NA | * | +16.5% | +23.7% |
| February | NA | * | + 5.1 | + 8.1 |
| March | NA | * | +17.0 | +21.5 |
| 1st Quarter | +10.7% | +1[illegible].7% | +13.0 | +17.8 |
| April | NA | * | +26.6 | +19.9 |
| May | NA | * | +14.3 | +11.6 |
| June | NA | * | +24.5 | +14.7 |
| 2nd Quarter | +13.2 | + 9.0 | +21.6 | +15.3 |
| July | NA | * | +13.4 | +10.7 |
| August | NA | * | +15.7 | + 9.3 |
| September | NA | * | +18.6 | +12.5 |
| 3rd Quarter | +13.0 | + 9.3 | +15.9 | +10.8 |
| October | NA | * | +11.0 | + 5.1 |
| November | NA | * | + 5.8 | + 8.3 |
| December | NA | * | +11.5 | + 3.8 |
| 4th Quarter | + 9.2 | + 2.3 | + 9.6 | + 5.6 |
| Year | +11.4 | + 7.8 | +14.3 | +12.0 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 1 - LENOWISCO
(Norton city and Lee, Scott, and Wise Counties)

| | |
|---|---|
| Taxable Sales | $276,755,000 |
| GAF Sales | 59,535,000 |
| Population | 99,600 |
| Personal Income | $900,900,000 |
| Share of Virginia: | |
| Taxable Sales | 1.3% |
| GAF Sales | 0.9 |
| Population | 1.9 |
| Personal Income | 1.6 |
| Taxable Sales per Capita | $2,780 |
| GAF Sales per Capita | 600 |
| Personal Income per Capita | 9,040 |

Planning District 1's share of Virginia GAF sales (0.9%) was significantly below the District's shares of Virginia taxable sales (1.3%), of Virginia personal income (1.6%), and of Virginia population (1.9%). The Planning District's taxable sales per capita ($2,780) and GAF sales per capita ($600) were measurably below the comparable data for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Lenowisco Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical resident in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 1, $9,040 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the Lenowisco Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 2 - CUMBERLAND PLATEAU
(Buchanan, Dickenson, Russell, and Tazewell Counties)

| | |
|---|---|
| Taxable Sales | $405,423,000 |
| GAF Sales | 102,855,000 |
| Population | 140,100 |
| Personal Income | $1,263,100,000 |
| Share of Virginia: | |
| Taxable Sales | 2.0% |
| GAF Sales | 1.5 |
| Population | 2.6 |
| Personal Income | 2.2 |
| Taxable Sales per Capita | $2,890 |
| GAF Sales per Capita | 700 |
| Personal Income per Capita | 9,020 |

Planning District 2's share of Virginia GAF sales (1.5%) was significantly below the District's shares of Virginia taxable sales (2.0%), of Virginia personal income (2.2%) and of Virginia population (2.6%). The Planning District's taxable sales per capita ($2,890) and GAF sales per capita ($700) were measurably below the comparable data for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Cumberland Plateau Planning District on the average spent less for GAF-type merchandise than did the typical resident in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 2, $9,020 compared with $10,870 statewide, and/or from the fact that apparently the residents of the Cumberland Plateau Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 3 - MOUNT ROGERS

(Bristol and Galax cities and Bland, Carroll, Grayson, Smyth, Washington, and Wythe Counties)

| | |
|---|---|
| Taxable Sales | $546,059,000 |
| GAF Sales | 160,280,000 |
| Population | 181,100 |
| Personal Income | $1,391,600,000 |
| Share of Virginia: | |
| Taxable Sales | 2.6% |
| GAF Sales | 2.4 |
| Population | 3.4 |
| Personal Income | 2.4 |
| Taxable Sales per Capita | $3,020 |
| GAF Sales per Capita | 890 |
| Personal Income per Capita | 7,680 |

Planning District 3's shares of Virginia GAF sales (2.4%), of Virginia taxable sales (2.6%), and of Virginia personal income (2.4%) were significantly below the District's share of Virginia population (3.4%). The Planning District's taxable sales per capita ($3,020) and GAF sales per capita ($890) were measurably below the comparable data for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Mount Rogers Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 3, $7,680 compared with $10,870 statewide, and/or from the fact that apparently the residents of Mount Rogers Planning District had less expensive life styles than existed in many other areas of the State.

## BRISTOL STANDARD METROPOLITAN STATISTICAL AREA (Virginia part)

(Bristol city and Scott and Washington Counties)

| | |
|---|---|
| Taxable Sales | $297,705,000 |
| GAF Sales | 89,535,000 |
| Population | 90,600 |
| Personal Income | $726,200,000 |
| Share of Virginia: | |
| Taxable Sales | 1.4% |
| GAF Sales | 1.3 |
| Population | 1.7 |
| Personal Income | 1.2 |
| Taxable Sales per Capita | $3,290 |
| GAF Sales per Capita | 990 |
| Personal Income per Capita | 8,020 |

The Bristol Standard Metropolitan Statistical Area's (Virginia part) GAF sales per capita ($990) and total taxable sales per capita ($3,290) were slightly higher than the comparable data for Planning District 3 ($890 and $3,020), the Planning District in which Bristol is located, but GAF and taxable sales per capita were still measurably below the State data ($1,260 and $3,890). (The Virginia part of the Bristol Standard Metropolitan Statistical Area comprises slightly over half the sales, population, and personal income of Planning District 3.) These data indicate that residents of the Bristol Area on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State; but the typical metropolitan area resident spent more and had a higher income than did the typical non-metropolitan area resident of the Mount Rogers Planning District.

Both total and GAF sales (based on taxable sales) for the Bristol Standard Metropolitan Statistical Area (Virginia part) showed a poorer picture, when 1981 was compared with 1980, than did the State as a whole for the same time period (+6.5% versus +7.8%, and +8.4% versus +11.4%).

BRISTOL STANDARD METROPOLITAN STATISTICAL AREA
(Bristol city and Scott and Washington Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | |
|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales |
| January | NA | * |
| February | NA | * |
| March | NA | * |
| 1st Quarter | + 3.2% | + 6.6% |
| April | NA | * |
| May | NA | * |
| June | NA | * |
| 2nd Quarter | + 9.7 | + 5.8 |
| July | NA | * |
| August | NA | * |
| September | NA | * |
| 3rd Quarter | +10.5 | + 7.3 |
| October | NA | * |
| November | NA | * |
| December | NA | * |
| 4th Quarter | +11.3 | + 6.2 |
| Year | + 8.4 | + 6.5 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 4 - NEW RIVER VALLEY
(Radford city and Floyd, Giles, Montgomery, and Pulaski Counties)

| | |
|---|---|
| Taxable Sales | $394,212,000 |
| GAF Sales | 112,336,000 |
| Population | 141,300 |
| Personal Income | $1,091,800,000 |
| Share of Virginia: | |
| Taxable Sales | 1.9% |
| GAF Sales | 1.7 |
| Population | 2.6 |
| Personal Income | 1.9 |
| Taxable Sales per Capita | $2,790 |
| GAF Sales per Capita | 800 |
| Personal Income per Capita | 7,720 |

Planning District 4's shares of Virginia GAF sales (1.7%), total taxable sales (1.9%), and personal income (1.9%) were significantly below its share of Virginia population (2.6%). The Planning District's taxable sales per capita ($2,790) and GAF sales per capita ($800) were measurably below the comparable data for the State as a whole ($3,890 and $1,260). These data indicate that residents of the New River Valley Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 4, $7,720 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the New River Valley Planning District had less expensive life styles than existed in many other areas of the State.

## RADFORD AREA
(Radford city and Montgomery and Pulaski Counties)

| | |
|---|---|
| Taxable Sales | $328,276,000 |
| GAF Sales | 100,149,000 |
| Population | 112,000 |
| Personal Income | $871,400,000 |
| Share of Virginia: | |
| Taxable Sales | 1.6% |
| GAF Sales | 1.5 |
| Population | 2.1 |
| Personal Income | 1.5 |
| Taxable Sales per Capita | $2,930 |
| GAF Sales per Capita | 890 |
| Personal Income per Capita | 7,780 |

The Radford area GAF sales per capita ($890) and total taxable sales per capita ($2,930) were higher than the comparable data for Planning District 4 ($800 and $2,790), the Planning District in which Radford is located, but were still measurably below the comparable State data ($1,260 and $3,890). (The Radford area comprises over three-quarters of the sales, population, and income of Planning District 4.) These data indicate that the residents of the Radford area on the average spent less for GAF-type merchandise and on other taxable items than did the typical resident in many other areas of the State; but the typical Radford area residents spent more than did the residents of Floyd and Giles Counties, the other areas comprising the New River Valley Planning District.

## PLANNING DISTRICT 5 - FIFTH
(Clifton Forge, Covington, Roanoke, and Salem cities
and Alleghany, Botetourt, Craig, and Roanoke Counties)

| | |
|---|---|
| Taxable Sales | $1,186,061,000 |
| GAF Sales | 384,533,000 |
| Population | 253,000 |
| Personal Income | $2,693,200,000 |
| Share of Virginia: | |
| Taxable Sales | 5.7% |
| GAF Sales | 5.7 |
| Population | 4.7 |
| Personal Income | 4.6 |
| Taxable Sales per Capita | $4,690 |
| GAF Sales per Capita | 1,520 |
| Personal Income per Capita | 10,650 |

Planning District 5's shares of Virginia taxable sales (5.7%) and of Virginia GAF sales (5.7%) were significantly higher than the District's shares of Virginia population (4.7%) and of Virginia personal income (4.6%). Also the Planning District's taxable sales per capita ($4,690) and GAF sales per capita ($1,520) were measurably above the comparable data for the State as a whole ($3,890 and and $1,260), while the District's personal income per capita was slightly lower than that for the State as a whole ($10,650 versus $10,870). These data indicate that the Fifth Planning District probably attracts some sales dollars from residents of areas outside of District 5 and/or the typical resident of the Fifth Planning District had a more expensive life style than would normally be predicted based on the personal income data.

## ROANOKE STANDARD METROPOLITAN STATISTICAL AREA
(Roanoke and Salem cities and Botetourt, Craig, and Roanoke Counties)

| | |
|---|---|
| Taxable Sales | $1,098,069,000 |
| GAF Sales | 359,727,000 |
| Population | 224,300 |
| Personal Income | $2,426,800,000 |
| Share of Virginia: | |
| Taxable Sales | 5.3% |
| GAF Sales | 5.4 |
| Population | 4.2 |
| Personal Income | 4.2 |
| Taxable Sales per Capita | $4,900 |
| GAF Sales per Capita | 1,600 |
| Personal Income per Capita | 10,820 |

The Roanoke Standard Metropolitan Statistical Area's share of GAF sales (5.4%) and other taxable sales (5.3%) had the same relationship to the data for the State as a whole, as did the data for the total Planning District 5 in relation to the State data. (The Roanoke Standard Metropolitan Statistical Area comprises about 90% of the sales, population, and income of Planning District 5.) GAF sales per capita, taxable sales per capita, and income per capita were narrowly higher in the Roanoke Standard Metropolitan Statistical Area ($1,600, $4,900, and $10,820) than in the total Fifth Planning District ($1,520, $4,690, and $10,650).

Both total retail and GAF sales (based on taxable sales) for the Roanoke Standard Metropolitan Statistical Area showed a poorer picture, when 1981 was compared with 1980, than did the State as a whole for the same time period (+2.6% versus +7.8% and +7.7% versus +11.4%).

ROANOKE STANDARD METROPOLITAN STATISTICAL AREA
(Roanoke and Salem cities and Botetourt, Craig, and Roanoke Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census |
|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | Department Stores |
| January | NA | * | + 2.3% |
| February | NA | * | + 4.8 |
| March | NA | * | + 5.3 |
| 1st Quarter | +11.4% | + 3.5% | + 4.3 |
| April | NA | * | +13.0 |
| May | NA | * | + 4.3 |
| June | NA | * | +16.7 |
| 2nd Quarter | + 7.3 | + 3.4 | +11.1 |
| July | NA | * | + 9.1 |
| August | NA | * | + 6.0 |
| September | NA | * | +10.0 |
| 3rd Quarter | + 8.2 | + 6.5 | + 8.3 |
| October | NA | * | + 7.0 |
| November | NA | * | + 7.0 |
| December | NA | * | + 2.2 |
| 4th Quarter | + 7.7 | - 2.1 | + 4.8 |
| Year | + 7.7 | + 2.6 | + 7.0 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 6 - CENTRAL SHENANDOAH

(Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro cities and Augusta, Bath, Highland, Rockbridge, and Rockingham Counties)

| | |
|---|---|
| Taxable Sales | $744,822,000 |
| GAF Sales | 203,240,000 |
| Population | 208,300 |
| Personal Income | $1,904,000,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 3.6% |
| GAF Sales | 3.0 |
| Population | 3.9 |
| Personal Income | 3.3 |
| | |
| Taxable Sales per Capita | $3,580 |
| GAF Sales per Capita | 980 |
| Personal Income per Capita | 9,140 |

Planning District 6's shares of Virginia GAF sales (3.0%) and of Virginia personal income (3.3%) were significantly below the District's shares of Virginia taxable sales (3.6%) and of Virginia population (3.9%). The Planning District's GAF sales per capita ($980) and personal income per capita ($9,140) were measurably below the comparable figures for the State as a whole ($1,260 and $10,870). Taxable sales per capita in Planning District 6 ($3,580) was slightly surpassed by that observed on the average across the State ($3,890). The higher taxable sales per capita and lower GAF sales and personal income per capita may be caused by the numerous recreational and tourist attractions located in the Central Shenandoah Planning District (motel, hotel, and restaurant incomes are included in taxable sales, not in GAF sales).

## STAUNTON-WAYNESBORO AREA
(Staunton and Waynesboro cities and Augusta County)

| | |
|---|---|
| Taxable Sales | $310,698,000 |
| GAF Sales | 92,786,000 |
| Population | 90,900 |
| Personal Income | $877,400,000 |
| Share of Virginia: | |
| Taxable Sales | 1.5% |
| GAF Sales | 1.4 |
| Population | 1.7 |
| Personal Income | 1.5 |
| Taxable Sales per Capita | $3,420 |
| GAF Sales per Capita | 1,020 |
| Personal Income per Capita | 9,650 |

The Staunton-Waynesboro area had higher personal income per capita ($9,650) than was observed in total Planning District 6 ($9,140). (The Staunton-Waynesboro area comprises less than half the sales, population, and income of Planning District 6.) But the average personal income per capita ($9,650) in the Staunton-Waynesboro area was lower than was typical across the State ($10,870). With lower taxable sales per capita in the Staunton-Waynesboro area ($3,420) than was recorded for the Central Shenandoah Planning District ($3,580) or across the State as a whole ($3,890), it appears that residents of the Staunton-Waynesboro area may have done some of their shopping for taxable items in other parts of Planning District 6 or outside the Planning District.

## HARRISONBURG AREA
(Harrisonburg city and Rockingham County)

| | |
|---|---|
| Taxable Sales | $309,452,000 |
| GAF Sales | 88,699,000 |
| Population | 76,700 |
| Personal Income | $669,000,000 |
| Share of Virginia: | |
| Taxable Sales | 1.5% |
| GAF Sales | 1.3 |
| Population | 1.4 |
| Personal Income | 1.2 |
| Taxable Sales per Capita | $4,030 |
| GAF Sales per Capita | 1,160 |
| Personal Income per Capita | 8,720 |

The Harrisonburg area per capita sales data both for total taxable sales and for GAF sales ($4,030 and $1,160) were somewhat higher than were the total of Planning District 6 ($3,580 and $980). The taxable sales per capita was slightly higher for the State as a whole ($4,030 versus $3,890) but GAF sales per capita were narrowly lower ($1,160 versus $1,260). (The Harrisonburg area comprises over one-third the sales, population, and income in Planning District 6.) There were only small variations among the figures for shares of Virginia taxable sales (1.5%), of Virginia GAF sales (1.3%), of Virginia population (1.4%), and of Virginia personal income (1.2%) recorded for the Harrisonburg area.

## PLANNING DISTRICT 7 - LORD FAIRFAX

(Winchester city and Clarke, Frederick, Page, Shenandoah, and Warren Counties)

| | |
|---|---|
| Taxable Sales | $483,556,000 |
| GAF Sales | 130,737,000 |
| Population | 132,500 |
| Personal Income | $1,222,000,000 |
| Share of Virginia: | |
| Taxable Sales | 2.3% |
| GAF Sales | 1.9 |
| Population | 2.5 |
| Personal Income | 2.1 |
| Taxable Sales per Capita | $3,650 |
| GAF Sales per Capita | 990 |
| Personal Income per Capita | 9,220 |

Planning District 7's shares of Virginia GAF sales (1.9%) and of Virginia personal income (2.1%) were somewhat lower than the District's shares of Virginia taxable sales (2.3%) and of Virginia population (2.5%). The Planning District's taxable sales per capita ($3,650) and GAF sales per capita ($990) were somewhat below the comparable figures for the State as a whole ($3,890 and $1,260). The District's personal income per capita ($9,220) and taxable sales per capita ($3,650) were lower than the comparable figures statewide ($10,870 and $3,890). These differences may be the result of the number of tourist and recreational attractions located in the Lord Fairfax Planning District (motel, hotel, and restaurant incomes are included in taxable sales, but not in GAF sales). The lower-than-average spending pattern for GAF merchandise presumably resulted from the lower per capita personal income in the District and/or the typical residents of the Lord Fairfax Planning District had less expensive life styles than were found in many other areas of the State.

## WINCHESTER AREA
(Winchester city and Frederick County)

| | |
|---|---|
| Taxable Sales | $257,544,000 |
| GAF Sales | 83,006,000 |
| Population | 54,400 |
| Personal Income | $551,200,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 1.2% |
| GAF Sales | 1.2 |
| Population | 1.0 |
| Personal Income | 0.9 |
| | |
| Taxable Sales per Capita | $4,740 |
| GAF Sales per Capita | 1,530 |
| Personal Income per Capita | 10,140 |

The Winchester area taxable sales per capita ($4,740) and GAF sales per capita ($1,530) were significantly higher than those for Planning District 7 ($3,650 and $990) and higher than those for the State as a whole ($3,890 and $1,260). (The Winchester area comprises roughly half the sales, population, and income of Planning District 7.) The personal income per capita observed in the Winchester area ($10,140) was above that for the Lord Fairfax Planning District ($9,220), but below that for the total State ($10,870). These data indicate that the Winchester area probably attracted residents from other areas of the State, as well as from the other parts of the Lord Fairfax Planning District (Clarke, Frederick, Page, Shenandoah, and Warren Counties), to purchase GAF-type and other taxable items of merchandise in the Winchester area.

## PLANNING DISTRICT 8 - NORTHERN VIRGINIA

(Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities and Arlington, Fairfax, Loudoun, and Prince William Counties)

| | |
|---|---|
| Taxable Sales | $5,090,211,000 |
| GAF Sales | 1,910,932,000 |
| Population | 1,105,700 |
| Personal Income | $16,679,800,000 |
| Share of Virginia: | |
| Taxable Sales | 24.5% |
| GAF Sales | 28.4 |
| Population | 20.7 |
| Personal Income | 28.7 |
| Taxable Sales per Capita | $4,600 |
| GAF Sales per Capita | 1,730 |
| Personal Income per Capita | 15,090 |

Planning District 8's shares of Virginia GAF sales (28.4%), of Virginia personal income (28.7%), and of Virginia taxable sales (24.5%) were significantly higher than the District's share of State population (20.7%). The Planning District's GAF sales per capita ($1,730) and taxable sales per capita ($4,600) were measurably above the comparable data for the State as a whole ($1,260 and $3,890). These data suggest that the Northern Virginia Planning District residents on the average spent more per capita on both GAF-type merchandise and on other taxable items than did the typical resident in other parts of the State and/or the Northern Virginia Planning District attracted shoppers from other Planning Districts. This higher-than-average spending pattern presumably resulted from the high per capita income in Planning District 8, $15,090 compared with $10,870 for the State.

Total taxable sales in the Northern Virginia Standard Metropolitan Statistical Area showed better improvement between 1981 and 1980 than did the State as a whole (+9.4% versus +7.8%). GAF sales, however, had fairly similar increases in Northern Virginia (+11.0%) as in the total State (+11.4%). (Planning District 8 is, by definition, the same as the Northern Virginia part of the Washington Standard Metropolitan Statistical Area.)

## PLANNING DISTRICT 9 - RAPPAHANNOCK-RAPIDAN

(Culpeper, Fauquier, Madison, Orange, and Rappahannock Counties)

| | |
|---|---|
| Taxable Sales | $265,489,000 |
| GAF Sales | 61,138,000 |
| Population | 92,900 |
| Personal Income | $868,200,000 |
| Share of Virginia: | |
| Taxable Sales | 1.3% |
| GAF Sales | 0.9 |
| Population | 1.7 |
| Personal Income | 1.5 |
| Taxable Sales per Capita | $2,860 |
| GAF Sales per Capita | 660 |
| Personal Income per Capita | 9,350 |

Planning District 9's share of Virginia GAF sales (0.9%) was below the District's shares of Virginia taxable sales (1.3%), of Virginia personal income (1.5%), and of Virginia population (1.7%). The Planning District's GAF sales per capita ($660) and taxable sales per capita ($2,860) were measurably below the comparable figures for the State as a whole ($1,260 and $3,890). These lower-than-average spending patterns presumably resulted from the somewhat lower per capita personal income in Planning District 9, $9,350 compared with $10,870 statewide. Also these data indicate that the typical resident of the Rappahannock-Rapidan Planning District may have outshopped, especially for GAF-type merchandise, and/or the typical resident of this District spent less for GAF-type merchandise than did the average resident in many other areas of the State.

NORTHERN VIRGINIA STANDARD METROPOLITAN STATISTICAL AREA
(Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities and Arlington, Fairfax, Loudoun, and Prince William Counties; excludes Maryland and District of Columbia parts of the Washington SMSA)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census[1] | | |
|---|---|---|---|---|---|
| Coverage of Figures: | GAF[2] Stores | Taxable Sales | Department Stores | GAF[2] Stores | Total Retail |
| January | NA | * | + 9.0% | +13.3% | +12.8% |
| February | NA | * | + 6.1 | + 5.7 | + 6.4 |
| March | NA | * | + 7.5 | + 7.8 | +12.9 |
| 1st Quarter | + 9.5% | +11.1% | + 7.5 | + 8.9 | +10.7 |
| April | NA | * | +17.6 | +18.9 | +12.2 |
| May | NA | * | + 7.1 | + 9.8 | + 7.2 |
| June | NA | * | +17.4 | +16.8 | +10.8 |
| 2nd Quarter | +18.2 | +13.7 | +13.8 | +15.0 | +10.0 |
| July | NA | * | + 9.3 | +12.1 | + 7.7 |
| August | NA | * | + 4.3 | + 6.8 | + 5.4 |
| September | NA | * | + 9.4 | + 6.8 | + 7.7 |
| 3rd Quarter | +11.7 | +11.4 | + 7.6 | + 8.4 | + 6.9 |
| October | NA | * | + 4.1 | - 4.4 | + 5.0 |
| November | NA | * | + 4.2 | - 3.8 | + 4.7 |
| December | NA | * | + 8.2 | + 1.8 | + 1.5 |
| 4th Quarter | + 9.1 | + 2.9 | + 6.0 | - 1.5 | + 3.6 |
| Year | +11.0 | + 9.4 | + 8.5 | + 6.6 | + 7.6 |

[1]Census data are for the total Washington Metropolitan Area, including the District of Columbia and the Maryland parts, as well as the Northern Virginia area.
[2]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 10 - THOMAS JEFFERSON
(Charlottesville city
and Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties)

| | |
|---|---|
| Taxable Sales | $536,932,000 |
| GAF Sales | 179,317,000 |
| Population | 143,600 |
| Personal Income | $1,340,700,000 |
| Share of Virginia: | |
| Taxable Sales | 2.6% |
| GAF Sales | 2.7 |
| Population | 2.7 |
| Personal Income | 2.3 |
| Taxable Sales per Capita | $3,740 |
| GAF Sales per Capita | 1,250 |
| Personal Income per Capita | 9,340 |

Planning District 10's shares of Virginia taxable sales (2.6%), of Virginia GAF sales (2.7%), and of Virginia population (2.7%) were higher than the District's share of Virginia personal income (2.3%). The Planning District's taxable sales per capita ($3,740) and GAF sales per capita ($1,250) were only narrowly lower than the comparable data for the State as a whole ($3,890 and $1,260), while the District's personal income per capita ($9,340) was lower than that for the total State ($10,870). These data indicate that the Thomas Jefferson Planning District attracted some residents of other Planning Districts to purchase taxable items in Planning District 10 and/or the fact that apparently the residents of the Thomas Jefferson Planning District spent a higher proportion of their income on taxable items than was typical in many other areas of the State.

## CHARLOTTESVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Charlottesville city and Albemarle, Fluvanna, and Greene Counties)

| | |
|---|---|
| Taxable Sales | $482,510,000 |
| GAF Sales | 167,012,000 |
| Population | 113,600 |
| Personal Income | $1,113,400,000 |
| Share of Virginia: | |
| Taxable Sales | 2.3% |
| GAF Sales | 2.5 |
| Population | 2.1 |
| Personal Income | 1.9 |
| Taxable Sales per Capita | $4,250 |
| GAF Sales per Capita | 1,470 |
| Personal Income per Capita | 9,810 |

The Charlottesville Standard Metropolitan Statistical Area recorded somewhat higher GAF sales per capita ($1,470) and taxable sales per capita ($4,250) than were the corresponding figures for Planning District 10 ($1,250 and $3,740). (The Charlottesville area includes over 90% of the District's sales, but only about 80% of the District's population and income.) These data indicate that the Charlottesville area probably attracted some residents of the other Counties in the Thomas Jefferson Planning District (Louisa and Nelson Counties), as well as residents of other Planning Districts, to purchase taxable items in the Charlottesville Standard Metropolitan Statistical Area.

Both total retail and GAF sales (based on taxable sales) in the Charlottesville area showed increases between 1980 and 1981 that were remarkably similar to those recorded for the State as a whole (+8.0% versus +7.8% and +10.8% versus +11.4%).

CHARLOTTESVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Charlottesville city and Albemarle, Fluvanna, and Greene Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | |
|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales |
| January | NA | * |
| February | NA | * |
| March | NA | * |
| 1st Quarter | + 6.6% | +12.5% |
| April | NA | * |
| May | NA | * |
| June | NA | * |
| 2nd Quarter | +13.3 | + 9.5 |
| July | NA | * |
| August | NA | * |
| September | NA | * |
| 3rd Quarter | +14.4 | + 8.8 |
| October | NA | * |
| November | NA | * |
| December | NA | * |
| 4th Quarter | + 8.0 | + 2.6 |
| Year | +10.8 | + 8.0 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 11 - CENTRAL VIRGINIA
(Bedford and Lynchburg cities
and Amherst, Appomattox, Bedford, and Campbell Counties)

| | |
|---|---|
| Taxable Sales | $690,560,000 |
| GAF Sales | 225,329,000 |
| Population | 194,200 |
| Personal Income | $1,872,200,000 |
| Share of Virginia: | |
| Taxable Sales | 3.3% |
| GAF Sales | 3.4 |
| Population | 3.6 |
| Personal Income | 3.2 |
| Taxable Sales per Capita | $3,560 |
| GAF Sales per Capita | 1,160 |
| Personal Income per Capita | 9,640 |

Planning District 11's shares of Virginia GAF sales (3.4%), of Virginia personal income (3.2%), and of Virginia taxable sales (3.3%) were slightly lower than the District's share of Virginia population (3.6%). The Planning District's taxable sales per capita ($3,560) and GAF sales per capita ($1,160) were narrowly below the comparable data for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Central Virginia Planning District on the average spent less for GAF-type merchandise and for other taxable items than did the typical resident in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 11, $9,640 compared with $10,870 statewide, and/or the residents of the Central Virginia Planning District had less expensive life styles than existed in many other areas of the State.

## LYNCHBURG STANDARD METROPOLITAN STATISTICAL AREA
(Lynchburg city and Amherst, Appomattox, and Campbell Counties)

| | |
|---|---|
| Taxable Sales | $612,605,000 |
| GAF Sales | 209,096,000 |
| Population | 153,300 |
| Personal Income | $1,503,900,000 |
| Share of Virginia: | |
| Taxable Sales | 2.9% |
| GAF Sales | 3.1 |
| Population | 2.9 |
| Personal Income | 2.6 |
| Taxable Sales per Capita | $4,000 |
| GAF Sales per Capita | 1,360 |
| Personal Income per Capita | 9,810 |

The Lynchburg Standard Metropolitan Statistical Area recorded a large proportion of Planning District 11's sales - 93% of the GAF sales and 89% of the total taxable sales - even though the proportion of population and of personal income was somewhat lower - 80%. As a result the Lynchburg Standard Metropolitan Statistical Area taxable sales per capita ($4,000) was higher than the corresponding statewide figure ($3,890) and Planning District 11's figure ($3,560); GAF sales per capita for the Lynchburg Standard Metropolitan Statistical Area ($1,360) was only narrowly above that for the State as a whole ($1,260), and measurably higher than for Planning District 11 ($1,160).

Total taxable sales for the Lynchburg Standard Metropolitan Statistical Area showed slightly less improvement between 1980 and 1981 (+6.7%) than was recorded for the State as a whole (+7.8%). The GAF sales increase, however, for the Lynchburg Area (+17.0%) far outpaced the State as a whole (+11.4%).

LYNCHBURG STANDARD METROPOLITAN STATISTICAL AREA
(Lynchburg city and Amherst, Appomattox, and Campbell Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census |
|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | Department Stores |
| January | NA | * | +27.1% |
| February | NA | * | +26.1 |
| March | NA | * | +16.2 |
| 1st Quarter | +18.0% | +9.7% | +22.4 |
| April | NA | * | +19.9 |
| May | NA | * | +14.9 |
| June | NA | * | +27.5 |
| 2nd Quarter | +19.0 | +6.9 | +20.6 |
| July | NA | * | +23.8 |
| August | NA | * | +3.5 |
| September | NA | * | +17.0 |
| 3rd Quarter | +16.6 | +9.9 | +13.8 |
| October | NA | * | +12.3 |
| November | NA | * | +13.5 |
| December | NA | * | +12.4 |
| 4th Quarter | +15.3 | +1.7 | +12.7 |
| Year | +17.0 | +6.7 | +16.3 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 12 - WEST PIEDMONT
(Danville and Martinsville cities
and Franklin, Henry, Patrick, and Pittsylvania Counties)

| | |
|---|---|
| Taxable Sales | $683,133,000 |
| GAF Sales | 197,910,000 |
| Population | 241,000 |
| Personal Income | $2,082,200,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 3.3% |
| GAF Sales | 2.9 |
| Population | 4.5 |
| Personal Income | 3.6 |
| | |
| Taxable Sales per Capita | $2,840 |
| GAF Sales per Capita | 820 |
| Personal Income per Capita | 8,640 |

Planning District 12's share of Virginia GAF sales (2.9%) was below the District's shares of Virginia taxable sales (3.3%) and of Virginia personal income (3.6%), and significantly below its share of Virginia population (4.5%). The Planning District's GAF sales per capita ($820) and taxable sales per capita ($2,840) were measurably below the comparable figures for the State as a whole ($1,260 and $3,890). These data indicate that residents of the West Piedmont Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 12, $8,640 compared with $10,870 statewide, and/or the typical residents of the West Piedmont Planning District had less expensive life styles than existed in many other areas of the State.

## DANVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Danville city and Pittsylvania County)

| | |
|---|---|
| Taxable Sales | $340,201,000 |
| GAF Sales | 105,373,000 |
| Population | 111,800 |
| Personal Income | $964,200,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 1.6% |
| GAF Sales | 1.6 |
| Population | 2.1 |
| Personal Income | 1.7 |
| | |
| Taxable Sales per Capita | $3,040 |
| GAF Sales per Capita | 940 |
| Personal Income per Capita | 8,630 |

The Danville Standard Metropolitan Statistical Area taxable sales per capita ($3,040) and GAF sales per capita ($940) were slightly higher than the corresponding figures for Planning District 12 ($2,840 and $820), but were lower than the data for the State as a whole ($3,890 and ($1,260). The Danville area personal income per capita ($8,630) was only narrowly lower than the corresponding figure for Planning District 12 ($8,640), but significantly lower than for the State as a whole ($10,870). (The Danville Standard Metropolitan Statistical Area comprises about half the sales, population, and income of Planning District 12.) These data indicate that the typical resident of the Danville area on the average spent less for GAF-type merchandise and on other taxable items than did the average resident in many other areas of the State.

Both total retail and GAF sales (based on taxable sales) for the Danville Standard Metropolitan Statistical Area showed a poorer picture, when 1981 was compared with 1980, than did the State as a whole for the same time period (+6.1% versus +7.8% and +8.0% versus +11.4%).

DANVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Danville city and Pittsylvania County)

Retail Sales Changes - 1981/1980

| Source of Figures: | | Virginia Department of Taxation |
|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales |
| January | NA | * |
| February | NA | * |
| March | NA | * |
| 1st Quarter | + 5.7% | + 9.0% |
| April | NA | * |
| May | NA | * |
| June | NA | * |
| 2nd Quarter | +10.4 | + 6.0 |
| July | NA | * |
| August | NA | * |
| September | NA | * |
| 3rd Quarter | + 8.4 | +11.2 |
| October | NA | * |
| November | NA | * |
| December | NA | * |
| 4th Quarter | + 7.4 | - 0.4 |
| Year | + 8.0 | + 6.1 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## MARTINSVILLE AREA
(Martinsville city and Henry County)

| | |
|---|---|
| Taxable Sales | $254,268,000 |
| GAF Sales | 71,164,000 |
| Population | 75,800 |
| Personal Income | $718,700,000 |
| Share of Virginia: | |
| Taxable Sales | 1.2% |
| GAF Sales | 1.1 |
| Population | 1.4 |
| Personal Income | 1.2 |
| Taxable Sales per Capita | $3,350 |
| GAF Sales per Capita | 940 |
| Personal Income per Capita | 9,480 |

The Martinsville area taxable sales per capita ($3,350), GAF sales per capita ($940), and personal income per capita ($9,480) were all higher than the corresponding figures for Planning District 12, ($2,840, $820, and $8,640) but were lower than the data for the State as a whole ($3,890, $1,260, and $10,870). (The Martinsville area comprises about one-third the sales, population, and income of Planning District 12.) These data indicate that the residents of the Martinsville area on the average spent less for GAF-type merchandise and on other taxable items than did the typical resident in many other areas of the State; but the average Martinsville area resident spent more on taxable items than did the residents of other areas of the West Piedmont Planning District.

## PLANNING DISTRICT 13 - SOUTHSIDE
(South Boston city and Brunswick, Halifax, and Mecklenburg Counties)

| | |
|---|---|
| Taxable Sales | $219,394,000 |
| GAF Sales | 56,410,000 |
| Population | 82,800 |
| Personal Income | $628,800,000 |
| Share of Virginia: | |
| Taxable Sales | 1.1% |
| GAF Sales | 0.8 |
| Population | 1.5 |
| Personal Income | 1.1 |
| Taxable Sales per Capita | $2,650 |
| GAF Sales per Capita | 680 |
| Personal Income per Capita | 7,600 |

Planning District 13's shares of Virginia taxable sales (1.1%), of Virginia GAF sales (0.8%), and of Virginia personal income (1.1%) were all significantly below its share of Virginia population (1.5%). The Planning District's taxable sales per capita ($2,650) and GAF sales per capita ($680) were measurably lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Southside Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 13, $7,600 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the Southside Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 14 - PIEDMONT
(Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward Counties)

| | |
|---|---|
| Taxable Sales | $181,969,000 |
| GAF Sales | 44,965,000 |
| Population | 83,500 |
| Personal Income | $612,100,000 |
| Share of Virginia: | |
| Taxable Sales | 0.9% |
| GAF Sales | 0.7 |
| Population | 1.6 |
| Personal Income | 1.1 |
| Taxable Sales per Capita | $2,180 |
| GAF Sales per Capita | 540 |
| Personal Income per Capita | 7,330 |

Planning District 14's shares of Virginia GAF sales (0.7%) and of Virginia taxable sales (0.9%) were somewhat below the District's share of Virginia personal income (1.1%) and significantly lower than the District's share of Virginia population (1.6%). The Planning District's taxable sales per capita ($2,180) and GAF sales per capita ($540) were measurably lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that residents of the Piedmont Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 14, $7,330 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the Piedmont Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 15 - RICHMOND REGIONAL

(Richmond city and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties)

| | |
|---|---|
| Taxable Sales | $3,116,577,000 |
| GAF Sales | 1,046,159,000 |
| Population | 632,000 |
| Personal Income | $7,870,000,000 |
| Share of Virginia: | |
| Taxable Sales | 15.0% |
| GAF Sales | 15.6 |
| Population | 11.8 |
| Personal Income | 13.5 |
| Taxable Sales per Capita | $4,930 |
| GAF Sales per Capita | 1,660 |
| Personal Income per Capita | 12,450 |

Planning District 15's share of Virginia personal income (13.5%) was somewhat higher than its share of Virginia population (11.8%); but the District's share of Virginia taxable sales (15.0%) and of Virginia GAF sales (15.6%) were significantly above its share of Virginia income. The Planning District's taxable sales per capita ($4,930) and GAF sales per capita ($1,660) were measurably higher than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that the Richmond Regional Planning District probably attracted some sales dollars from areas outside Planning District 15, and/or the residents of this District on the average spent more for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. This higher-than-average spending pattern presumably resulted from the higher per capita income in Planning District 15, $12,450 compared with $10,870 statewide.

The Richmond Standard Metropolitan Statistical Area, encompassing the same jurisdictions as the Richmond Regional Planning District, experienced GAF sales increases for 1981 over 1980 which were slightly higher than that recorded for the State as a whole (+12.3% compared with +11.4%). The relationship for total taxable sales between the Area and the State, however, was narrowly in the other direction (+6.5% for the Area compared with +7.8% for the State).

RICHMOND STANDARD METROPOLITAN STATISTICAL AREA
(Richmond city and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census |
|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | Department Stores |
| January | NA | * | +14.8% |
| February | NA | * | + 6.4 |
| March | NA | * | + 8.0 |
| 1st Quarter | +22.7% | +10.5% | + 9.6 |
| April | NA | * | +18.2 |
| May | NA | * | + 5.7 |
| June | NA | * | +13.5 |
| 2nd Quarter | +14.6 | + 6.6 | +12.2 |
| July | NA | * | + 2.7 |
| August | NA | * | - 0.7 |
| September | NA | * | + 9.3 |
| 3rd Quarter | +16.3 | + 8.0 | + 3.6 |
| October | NA | * | - 3.1 |
| November | NA | * | + 1.7 |
| December | NA | * | + 4.8 |
| 4th Quarter | + 9.4 | + 1.7 | + 1.9 |
| Year | +12.3 | + 6.5 | + 6.0 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 16 - RADCO
(Fredericksburg city
and Caroline, King George, Spotsylvania, and Stafford Counties)

| | |
|---|---|
| Taxable Sales | $425,298,000 |
| GAF Sales | 122,649,000 |
| Population | 118,700 |
| Personal Income | $1,097,900,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 2.0% |
| GAF Sales | 1.8 |
| Population | 2.2 |
| Personal Income | 1.9 |
| | |
| Taxable Sales per Capita | $3,580 |
| GAF Sales per Capita | 1,030 |
| Personal Income per Capita | 9,250 |

Planning District 16's share of Virginia GAF sales (1.8%) was somewhat below the District's shares of Virginia taxable sales (2.0%) and of Virginia personal income (1.9%) and significantly lower than the District's share of Virginia population (2.2%). The Planning District's taxable sales per capita ($3,580) and GAF sales per capita ($1,030) were lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that the residents of the RADCO Planning District on the average spent less for GAF-type merchandise than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in the Planning District, $9,250 compared with $10,870 statewide, and/or from the fact that the typical residents of the RADCO Planning District had less expensive life styles than existed in many other areas of the State.

## FREDERICKSBURG AREA
(Fredericksburg city and Spotsylvania and Stafford Counties)

| | |
|---|---|
| Taxable Sales | $380,736,000 |
| GAF Sales | 117,773,000 |
| Population | 90,200 |
| Personal Income | $847,500,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 1.8% |
| GAF Sales | 1.8 |
| Population | 1.7 |
| Personal Income | 1.5 |
| | |
| Taxable Sales per Capita | $4,220 |
| GAF Sales per Capita | 1,310 |
| Personal Income per Capita | 9,390 |

The Fredericksburg area taxable sales per capita ($4,220) was somewhat higher than the corresponding figure for the State as a whole ($3,890); GAF sales per capita in the area ($1,310) was only narrowly higher than the Virginia total ($1,260); while personal income per capita ($9,390) was measurably lower than the State figure ($10,870). Both taxable sales per capita and GAF sales per capita for the Fredericksburg area ($4,220 and $1,310) were significantly higher than the corresponding data for Planning District 16 ($3,580 versus $1,030); Fredericksburg area personal income per capita ($9,390) was only marginally higher than that for the total of Planning District 16 ($9,250). (The Fredericksburg area comprises over 90% of the sales of Planning District 16 and about three-fourths of the population and income of the District.) These data indicate that the Fredericksburg area probably attracted some sales dollars, especially for GAF-type merchandise, from the other jurisdictions in Planning District 16, Caroline and King George Counties.

## PLANNING DISTRICT 17 - NORTHERN NECK
(Lancaster, Northumberland, Richmond, and Westmoreland Counties)

| | |
|---|---|
| Taxable Sales | $118,351,000 |
| GAF Sales | 21,591,000 |
| Population | 41,000 |
| Personal Income | $354,800,000 |
| Share of Virginia: | |
| Taxable Sales | 0.6% |
| GAF Sales | 0.3 |
| Population | 0.8 |
| Personal Income | 0.6 |
| Taxable Sales per Capita | $2,890 |
| GAF Sales per Capita | 530 |
| Personal Income per Capita | 8,670 |

Planning District 17's shares of Virginia taxable sales (0.6%) and of Virginia personal income (0.6%) were significantly higher than the District's share of GAF sales (0.3%) and somewhat lower than its share of population (0.8%). The Planning District's taxable sales per capita ($2,890) and GAF sales per capita ($530) were measurably lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that the typical resident of the Northern Neck Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for GAF-type merchandise and for other taxable items than did the typical residents in many of the other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 17, $8,670 compared with $10,870 statewide, and/or the fact that the typical residents of the Northern Neck Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 18 - MIDDLE PENINSULA
(Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex Counties)

| | |
|---|---|
| Taxable Sales | $176,665,000 |
| GAF Sales | 38,585,000 |
| Population | 60,000 |
| Personal Income | $514,100,000 |
| Share of Virginia: | |
| Taxable Sales | 0.9% |
| GAF Sales | 0.6 |
| Population | 1.1 |
| Personal Income | 0.9 |
| Taxable Sales per Capita | $2,950 |
| GAF Sales per Capita | 640 |
| Personal Income per Capita | 8,570 |

Planning District 18's shares of Virginia taxable sales (0.9%) and of Virginia personal income (0.9%) were somewhat higher than the District's share of GAF sales (0.6%), but significantly lower than its share of population (1.1%). The Planning District's taxable sales per capita ($2,950) and GAF sales per capita ($640) were measurably lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that the typical resident of the Middle Peninsula Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for GAF-type merchandise and for other taxable items than did the typical residents in many of the other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 18, $8,570 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the Middle Peninsula Planning District had less expensive life styles than existed in many other areas of the State.

## PLANNING DISTRICT 19 - CRATER
(Colonial Heights, Emporia, Hopewell, and Petersburg cities
and Dinwiddie, Greensville, Prince George, Surry, and Sussex Counties)

| | |
|---|---|
| Taxable Sales | $517,670,000 |
| GAF Sales | 154,316,000 |
| Population | 162,000 |
| Personal Income | $1,548,500,000 |
| Share of Virginia: | |
| Taxable Sales | 2.5% |
| GAF Sales | 2.3 |
| Population | 3.0 |
| Personal Income | 2.7 |
| Taxable Sales per Capita | $3,200 |
| GAF Sales per Capita | 950 |
| Personal Income per Capita | 9,560 |

Planning District 19's share of Virginia GAF sales (2.3%) was lower than the District's shares of Virginia taxable sales (2.5%) and of Virginia personal income (2.7%) and was measurably lower than the District's share of State population (3.0%). The Planning District's taxable sales per capita ($3,200) and GAF sales per capita ($950) were somewhat lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data indicate that the residents of the Crater Planning District on the average spent less for GAF-type merchandise and for other taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 19, $9,560 compared with $10,870 statewide, and/or the fact that apparently the typical residents of the Crater Planning District had somewhat less expensive life styles than existed in many other areas of the State.

## PETERSBURG-COLONIAL HEIGHTS-HOPEWELL STANDARD METROPOLITAN STATISTICAL AREA
(Colonial Heights, Hopewell, and Petersburg cities
and Dinwiddie and Prince George Counties)

| | |
|---|---|
| Taxable Sales | $426,246,000 |
| GAF Sales | 138,451,000 |
| Population | 129,300 |
| Personal Income | $1,292,700,000 |
| Share of Virginia: | |
| Taxable Sales | 2.1% |
| GAF Sales | 2.1 |
| Population | 2.4 |
| Personal Income | 2.2 |
| Taxable Sales per Capita | $3,300 |
| GAF Sales per Capita | 1,070 |
| Personal Income per Capita | 10,000 |

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area recorded slightly higher GAF sales per capita ($1,070), taxable sales per capita ($3,300), and personal income per capita ($10,000) than the corresponding figures for total Planning District 19 ($950, $3,200, and $9,560). (The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area includes 80% to 90% of the District's sales, population, and income.)

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area experienced both total taxable sales and GAF changes for 1981 over 1980 which were narrowly poorer than those recorded for the State as a whole (+6.4% and +7.8% versus +11.0% and +11.4%).

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL STANDARD METROPOLITAN STATISTICAL AREA
(Colonial Heights, Hopewell, and Petersburg cities and Dinwiddie and Prince George Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | | Virginia Department of Taxation |
|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales |
| January | NA | * |
| February | NA | * |
| March | NA | * |
| 1st Quarter | + 8.4% | +12.2% |
| April | NA | * |
| May | NA | * |
| June | NA | * |
| 2nd Quarter | +11.6 | + 8.8 |
| July | NA | * |
| August | NA | * |
| September | NA | * |
| 3rd Quarter | +13.2 | + 9.2 |
| October | NA | * |
| November | NA | * |
| December | NA | * |
| 4th Quarter | + 8.8 | - 2.8 |
| Year | +11.0 | + 6.4 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 20 - SOUTHEASTERN VIRGINIA

(Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities and Isle of Wight and Southampton Counties)

| | |
|---|---|
| Taxable Sales | $3,154,695,000 |
| GAF Sales | 1,045,088,000 |
| Population | 843,500 |
| Personal Income | $8,316,400,000 |
| Share of Virginia: | |
| Taxable Sales | 15.2% |
| GAF Sales | 15.5 |
| Population | 15.8 |
| Personal Income | 14.3 |
| Taxable Sales per Capita | $3,740 |
| GAF Sales per Capita | 1,240 |
| Personal Income per Capita | 9,860 |

Planning District 20's share of Virginia personal income (14.3%) was significantly lower than the District's share of Virginia population (15.8%). The Planning District's shares of Virginia taxable sales (15.2%) and of Virginia GAF sales (15.5%) were somewhat lower than the share of population. The Planning District's taxable sales per capita ($3,740) and GAF sales per capita ($1,240) were narrowly lower than the comparable figures for the State as a whole ($3,890 and $1,260). These data suggest that the residents of the Southeastern Virginia Planning District on the average spent about the same proportion of their income as well as dollars per capita for GAF-type merchandise and on other taxable items as did the typical residents across the State. This average spending pattern occurred even though Planning District 20 had slightly lower per capita personal income than the total State ($9,860 compared with $10,870).

## NORFOLK-VIRGINIA BEACH-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities; excludes North Carolina portion of this SMSA)

| | |
|---|---|
| Taxable Sales | $3,037,139,000 |
| GAF Sales | 1,020,679,000 |
| Population | 795,900 |
| Personal Income | $7,906,500,000 |
| Share of Virginia: | |
| Taxable Sales | 14.6% |
| GAF Sales | 15.2 |
| Population | 14.9 |
| Personal Income | 13.6 |
| Taxable Sales per Capita | $3,820 |
| GAF Sales per Capita | 1,280 |
| Personal Income per Capita | 9,940 |

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area recorded narrowly higher taxable sales per capita ($3,820), GAF sales per capita ($1,280), and personal income per capita ($9,940) than the corresponding figures for Planning District 20 ($3,740, $1,240, and $9,860). (The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area includes about 95% of the Planning District's sales, population, and income.)

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area experienced both GAF and total taxable sales increases for 1981 over 1980 which were higher than those recorded for the State as a whole (+16.1% and +11.4% versus +11.0% and +7.8%).

NORFOLK-VIRGINIA BEACH-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA
(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities; excludes North Carolina portion of this SMSA)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census |
|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | Department Stores |
| January | NA | * | +19.8% |
| February | NA | * | +19.7 |
| March | NA | * | +21.0 |
| 1st Quarter | +18.9% | +17.9% | +20.3 |
| April | NA | * | +26.0 |
| May | NA | * | +12.4 |
| June | NA | * | +28.2 |
| 2nd Quarter | +17.2 | +10.6 | +21.9 |
| July | NA | * | +16.8 |
| August | NA | * | +16.7 |
| September | NA | * | +18.0 |
| 3rd Quarter | +17.8 | +11.4 | +17.1 |
| October | NA | * | +10.9 |
| November | NA | * | + 6.4 |
| December | NA | * | +11.5 |
| 4th Quarter | +12.4 | + 5.5 | + 9.9 |
| Year | +16.1 | +11.0 | +16.1 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

## PLANNING DISTRICT 21 - PENINSULA
(Hampton, Newport News, Poquoson, and Williamsburg cities and James City and York Counties)

| | |
|---|---|
| Taxable Sales | $1,423,671,000 |
| GAF Sales | 435,259,000 |
| Population | 344,300 |
| Personal Income | $3,468,700,000 |
| Share of Virginia: | |
| Taxable Sales | 6.9% |
| GAF Sales | 6.5 |
| Population | 6.4 |
| Personal Income | 6.0 |
| Taxable Sales per Capita | $4,130 |
| GAF Sales per Capita | 1,260 |
| Personal Income per Capita | 10,070 |

Planning District 21's shares of Virginia taxable sales (6.9%), of Virginia GAF sales (6.5%), and of Virginia population (6.4%) were measurably higher than the District's share of Virginia personal income (6.0%). The Planning District's taxable sales per capita ($4,130) was narrowly higher than the comparable figure for the State ($3,890); similar GAF sales per capita were recorded for Planning District 21 and the State ($1,260). The Planning District's personal income per capita was lower than the State figure ($10,070 versus $10,870). These data indicate that the Planning District probably attracted some sales dollars from areas outside Planning District 21.

## NEWPORT NEWS-HAMPTON STANDARD METROPOLITAN STATISTICAL AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities and Gloucester, James City, and York Counties)

| | |
|---|---|
| Taxable Sales | $1,487,764,000 |
| GAF Sales | 450,289,000 |
| Population | 364,400 |
| Personal Income | $3,652,400,000 |
| Share of Virginia: | |
| Taxable Sales | 7.2% |
| GAF Sales | 6.7 |
| Population | 6.8 |
| Personal Income | 6.3 |
| Taxable Sales per Capita | $4,080 |
| GAF Sales per Capita | 1,240 |
| Personal Income per Capita | 10,020 |

The Newport News-Hampton Standard Metropolitan Statistical Area recorded taxable sales per capita ($4,080), GAF sales per capita ($1,240), and income per capita ($10,020) which were essentially the same as those for Planning District 21 ($4,130, $1,260, and $10,070). (The Newport News-Hampton Standard Metropolitan Statistical Area comprises all of Planning District 21 plus Gloucester County from Planning District 18.)

The Newport News-Hampton Standard Metropolitan Statistical Area experienced a GAF sales change for 1981 over 1980 which was very close to that recorded for the State as a whole (+10.8% versus +11.4%), while the taxable sales change for the SMSA was better than that for the State (+10.5% versus +7.8%).

NEWPORT NEWS-HAMPTON STANDARD METROPOLITAN STATISTICAL AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities
and Gloucester, James City, and York Counties)

Retail Sales Changes - 1981/1980

| Source of Figures: | Virginia Department of Taxation | | United States Census |
|---|---|---|---|
| Coverage of Figures: | GAF[1] Stores | Taxable Sales | Department Stores |
| January | NA | * | + 9.4% |
| February | NA | * | + 7.6 |
| March | NA | * | + 8.3 |
| 1st Quarter | +14.2% | +16.8% | + 8.4 |
| April | NA | * | +11.9 |
| May | NA | * | + 1.8 |
| June | NA | * | +14.6 |
| 2nd Quarter | +15.0 | +13.0 | + 9.2 |
| July | NA | * | + 4.2 |
| August | NA | * | + 2.7 |
| September | NA | * | + 8.7 |
| 3rd Quarter | +12.2 | + 7.4 | + 5.1 |
| October | NA | * | + 2.0 |
| November | NA | * | + 2.3 |
| December | NA | * | + 3.8 |
| 4th Quarter | + 9.3 | + 6.7 | + 2.9 |
| Year | +10.8 | +10.5 | + 5.9 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

PLANNING DISTRICT 22 - ACCOMACK-NORTHAMPTON
(Accomack and Northampton Counties)

| | |
|---|---|
| Taxable Sales | $142,515,000 |
| GAF Sales | 28,278,000 |
| Population | 45,900 |
| Personal Income | $381,200,000 |
| | |
| Share of Virginia: | |
| Taxable Sales | 0.7% |
| GAF Sales | 0.4 |
| Population | 0.9 |
| Personal Income | 0.7 |
| | |
| Taxable Sales per Capita | $3,110 |
| GAF Sales per Capita | 620 |
| Personal Income per Capita | 8,310 |

Planning District 22's shares of Virginia taxable sales (0.7%) and of Virginia personal income (0.7%) were lower than the District's share of Virginia population (0.9%) but measurably above the District's share of Virginia GAF sales (0.4%). The Planning District's taxable sales per capita ($3,110) and GAF sales per capita ($620) were significantly below the comparable data for the State as a whole ($3,890 versus $1,260). These data suggest that residents of the Accomack-Northampton Planning District on the average spent less for GAF-type merchandise and on other taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 22, $8,310 compared with $10,870 statewide, and/or from the fact that apparently the typical residents of the Accomack-Northampton Planning District had somewhat less expensive life styles than existed in many other areas of the State.

UNITED STATES

Retail Sales Changes - 1981/1980

| Source of Figures: | United States Census | | | | | |
|---|---|---|---|---|---|---|
| | GAF[1] Stores | | | | | |
| Coverage of Figures: | Department Stores | General Merchandise | Apparel and Accessories | Furniture, Home Furnishings, and Equipment | Total GAF[1] | Total Retail[2] |
| January | + 7.8% | + 7.3% | + 9.9% | + 8.4% | + 8.0% | +11.5% |
| February | + 4.5 | + 4.5 | + 6.9 | + 2.5 | + 4.5 | + 5.0 |
| March | + 9.1 | + 8.6 | + 5.1 | + 9.1 | + 8.1 | + 9.4 |
| 1st Quarter | + 7.3 | + 6.9 | + 7.2 | + 6.7 | + 6.9 | + 8.7 |
| April | +16.8 | +16.0 | +14.3 | + 8.5 | +14.3 | +13.3 |
| May | + 8.8 | + 9.3 | + 6.0 | + 6.3 | + 8.2 | + 9.1 |
| June | +16.3 | +15.6 | +10.2 | +12.7 | +14.0 | +13.0 |
| 2nd Quarter | +13.8 | +13.5 | +10.2 | + 9.2 | +12.1 | +11.7 |
| July | +11.2 | +12.1 | +10.3 | + 3.9 | +10.1 | +11.8 |
| August | + 8.1 | + 9.1 | + 5.4 | + 5.5 | + 7.7 | + 7.5 |
| September | +11.0 | +11.0 | + 9.6 | + 6.8 | + 9.9 | + 9.8 |
| 3rd Quarter | +10.0 | +10.7 | + 8.3 | + 5.4 | + 9.2 | + 9.6 |
| October | + 8.7 | + 8.0 | + 7.7 | + 2.6 | + 7.0 | + 7.4 |
| November | + 5.8 | + 6.7 | + 2.2 | - 0.8 | + 4.6 | + 5.0 |
| December | + 8.7 | + 8.4 | + 5.1 | - 0.4 | + 6.6 | + 5.2 |
| 4th Quarter | + 7.8 | + 7.8 | + 5.0 | + 0.4 | + 6.1 | + 5.8 |
| Year | + 9.6 | + 9.6 | + 7.4 | + 5.1 | + 8.4 | + 8.8 |

[1]GAF = General merchandise, apparel, and furniture and appliances.
[2]Excluding auto sales, service stations, and liquor stores.

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Total State Sales | $ 19,273,173 | $ 20,780,018 | 165.9 | 185.8 | 208.8 | 233.6 | 242.9 | 261.9 |
| Sales per Capita | $3,600 | $3,890 | 155.0 | 171.4 | 188.9 | 201.4 | 214.5 | 231.2 |
| Planning District 1 - Lenowisco | | | | | | | | |
| Lee County | $ 46,015 | $ 48,767 | 181.1 | 199.4 | 229.3 | 233.9 | 241.5 | 256.0 |
| Scott County[2] | 40,573 | 45,207 | 150.3 | 161.8 | 180.1 | 195.4 | 218.9 | 243.9 |
| Wise County | 126,699 | 132,528 | 213.1 | 231.2 | 243.2 | 250.3 | 260.0 | 272.0 |
| Norton | 46,302 | 50,253 | 145.0 | 175.6 | 200.5 | 245.6 | 289.2 | 313.8 |
| Total PD 1 Sales | $ 259,589 | $ 276,755 | 185.1 | 204.0 | 222.6 | 236.6 | 253.7 | 270.5 |
| Sales per Capita | $2,610 | $2,780 | 166.1 | 176.0 | 190.8 | 208.5 | 223.4 | 238.2 |
| Planning District 2 - Cumberland Plateau | | | | | | | | |
| Buchanan County | $ 106,327 | $ 113,305 | 197.8 | 209.4 | 224.7 | 239.5 | 283.0 | 301.6 |
| Dickenson County | 36,763 | 39,508 | 205.1 | 218.6 | 231.3 | 239.8 | 253.1 | 272.0 |
| Russell County | 53,622 | 57,381 | 184.7 | 214.2 | 228.6 | 234.8 | 250.3 | 267.9 |
| Tazewell County | 169,993 | 195,229 | 191.2 | 211.5 | 234.3 | 253.5 | 271.9 | 312.3 |
| Total PD 2 Sales | $ 366,705 | $ 405,423 | 193.4 | 212.1 | 230.3 | 245.5 | 269.6 | 298.1 |
| Sales per Capita | $2,620 | $2,890 | 177.7 | 189.3 | 193.5 | 207.7 | 223.6 | 247.2 |
| Planning District 3 - Mount Rogers | | | | | | | | |
| Scott County[2] | $ 40,573 | $ 45,207 | 150.3 | 161.8 | 180.1 | 195.4 | 218.9 | 243.9 |
| Washington County[3] | 103,910 | 104,575 | 194.1 | 223.6 | 252.7 | 270.9 | 280.3 | 296.1 |
| Bristol | 135,116 | 147,923 | | | | | | |
| Bristol SMSA (Va. part) | $ 279,599 | $ 297,705 | 186.3 | 212.6 | 239.8 | 257.5 | 269.3 | 286.8 |
| Bland County | 4,215 | 4,520 | 62.3 | 76.0 | 96.3 | 104.3 | 115.1 | 123.5 |
| Carroll County | 33,506 | 34,610 | 174.7 | 196.7 | 209.9 | 222.9 | 235.5 | 243.3 |
| Grayson County | 15,054 | 16,226 | 127.0 | 146.5 | 160.3 | 167.0 | 180.7 | 194.7 |
| Smyth County | 87,461 | 91,167 | 164.6 | 189.3 | 207.3 | 207.1 | 212.9 | 220.0 |
| Wythe County | 78,830 | 84,155 | 172.5 | 205.8 | 234.6 | 244.0 | 273.6 | 292.1 |
| Galax | 58,871 | 62,883 | 159.4 | 171.0 | 193.4 | 205.8 | 219.8 | 234.8 |
| Total PD 3 Sales | $ 516,963 | $ 546,059 | 174.5 | 200.1 | 224.3 | 236.0 | 248.3 | 262.3 |
| Sales per Capita | $2,850 | $3,020 | 166.4 | 188.6 | 207.6 | 216.5 | 223.1 | 235.7 |
| Planning District 4 - New River Valley | | | | | | | | |
| Floyd County | $ 15,327 | $ 15,963 | 166.5 | 186.5 | 216.9 | 228.2 | 245.7 | 255.9 |
| Giles County | 47,076 | 49,973 | 167.0 | 186.0 | 202.6 | 213.9 | 236.3 | 250.8 |
| Montgomery County | 181,089 | 190,616 | 187.8 | 208.6 | 240.5 | 264.6 | 290.5 | 305.7 |
| Pulaski County | 100,184 | 105,040 | 195.6 | 228.3 | 252.7 | 255.0 | 262.2 | 274.9 |
| Radford | 28,213 | 32,620 | 130.0 | 133.4 | 147.9 | 140.8 | 151.0 | 174.5 |
| Total PD 4 Sales | $ 371,889 | $ 394,212 | 178.7 | 200.1 | 225.7 | 237.7 | 255.8 | 271.1 |
| Sales per Capita | $2,630 | $2,790 | 159.1 | 177.2 | 194.6 | 201.3 | 211.2 | 223.8 |

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 5 - Fifth | | | | | | | | |
| Botetourt County | $ 37,223 | $ 37,289 | 164.0 | 200.4 | 215.0 | 227.0 | 254.1 | 254.5 |
| Craig County | 4,013 | 4,205 | 141.5 | 154.9 | 167.4 | 181.0 | 214.8 | 225.1 |
| Roanoke County | 245,331 | 276,422 | 133.0 | 137.7 | 157.4 | 179.1 | 210.3 | 236.9 |
| Roanoke | 628,388 | 624,773 | 164.4 | 186.8 | 208.5 | 217.3 | 224.3 | 223.0 |
| Salem | 154,995 | 155,380 | 187.4 | 230.3 | 261.9 | 294.6 | 277.4 | 278.1 |
| Roanoke SMSA | $ 1,069,950 | $ 1,098,069 | 159.2 | 180.1 | 202.3 | 217.3 | 228.0 | 234.0 |
| Clifton Forge | 18,928 | 17,879 | 136.1 | 143.4 | 146.3 | 162.5 | 175.6 | 165.9 |
| Covington | 69,765 | 70,113 | 161.6 | 185.4 | 206.5 | 211.3 | 253.6 | 254.8 |
| Alleghany County | | | 235.6 | 300.6 | 308.1 | 372.8 | | |
| Total PD 5 Sales | $ 1,158,643 | $ 1,186,061 | 159.6 | 180.7 | 202.2 | 217.2 | 228.3 | 233.7 |
| Sales per Capita | $4,580 | $4,690 | 152.7 | 174.6 | 196.4 | 206.3 | 212.0 | 217.2 |
| Planning District 6 - Central Shenandoah | | | | | | | | |
| Augusta County | $ 117,488 | $ 111,099 | 161.7 | 183.3 | 212.4 | 237.5 | 247.0 | 233.6 |
| Bath County | 45,284 | 36,102 | 185.0 | 287.0 | 506.8 | 596.5 | 418.6 | 333.7 |
| Highland County | 4,169 | 3,989 | 160.9 | 189.5 | 235.4 | 281.5 | 250.4 | 239.6 |
| Rockbridge County | 37,032 | 37,466 | 238.1 | 261.7 | 292.1 | 301.4 | 307.0 | 310.6 |
| Rockingham County | 139,778 | 161,568 | 190.6 | 223.0 | 262.5 | 297.2 | 354.1 | 409.3 |
| Buena Vista | 17,056 | 18,473 | 144.9 | 156.3 | 167.2 | 175.4 | 187.9 | 203.5 |
| Harrisonburg | 152,654 | 147,884 | 161.4 | 179.8 | 199.8 | 220.4 | 222.6 | 215.6 |
| Lexington | 28,522 | 28,642 | 120.7 | 138.4 | 154.0 | 148.9 | 164.1 | 164.8 |
| Staunton | 104,283 | 111,733 | 144.5 | 158.7 | 170.0 | 173.4 | 185.3 | 198.5 |
| Waynesboro | 85,044 | 87,866 | 154.9 | 176.9 | 188.9 | 196.1 | 210.6 | 217.6 |
| Total PD 6 Sales | $ 731,310 | $ 744,822 | 162.3 | 185.7 | 214.1 | 232.5 | 241.1 | 245.6 |
| Sales per Capita | $3,510 | $3,580 | 152.2 | 171.8 | 196.9 | 214.5 | 219.9 | 224.0 |
| Planning District 7 - Lord Fairfax | | | | | | | | |
| Clarke County | $ 18,990 | $ 19,285 | 145.3 | 160.5 | 189.1 | 205.9 | 209.0 | 212.3 |
| Frederick County | 82,775 | 91,889 | 212.2 | 238.3 | 258.3 | 285.2 | 312.9 | 347.4 |
| Page County | 47,320 | 48,487 | 152.2 | 171.4 | 187.2 | 185.9 | 208.6 | 213.8 |
| Shenandoah County | 77,468 | 80,939 | 166.8 | 187.6 | 213.3 | 221.0 | 243.2 | 254.0 |
| Warren County | 71,647 | 77,301 | 166.2 | 191.5 | 215.4 | 220.1 | 237.4 | 256.1 |
| Winchester | 160,121 | 165,655 | 149.6 | 168.6 | 189.0 | 189.9 | 203.1 | 210.1 |
| Total PD 7 Sales | $ 458,321 | $ 483,556 | 163.3 | 184.3 | 205.9 | 212.3 | 230.2 | 242.9 |
| Sales per Capita | $3,460 | $3,650 | 144.9 | 161.0 | 173.9 | 180.2 | 192.0 | 202.5 |

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 8 - Northern Virginia | $ 680,433 | $ 721,440 | 129.3 | 141.7 | 157.3 | 167.4 | 188.3 | 199.7 |
| Arlington County | 2,255,649 | 2,544,558 | 193.5 | 215.2 | 245.3 | 272.3 | 298.0 | 336.1 |
| Fairfax County | 244,065 | 254,788 | 222.4 | 252.7 | 288.3 | 339.3 | 387.4 | 404.4 |
| Loudoun County | 94,138 | 108,467 | 201.2 | 230.3 | 272.8 | 282.1 | 318.0 | 346.3 |
| Manassas[4] | 9,373 | 12,401 | | | | | | |
| Manassas Park[4] | 440,585 | 471,633 | 143.1 | 155.8 | 169.4 | 173.5 | 200.9 | 207.4 |
| Prince William County[4] | 577,062 | 595,559 | 134.1 | 157.4 | 185.7 | 194.1 | 209.9 | 235.9 |
| Alexandria | 210,268 | 236,373 | 115.2 | 126.2 | 165.2 | 171.3 | 204.0 | 211.9 |
| Fairfax | 139,588 | 144,992 | 168.1 | 187.2 | 213.4 | 230.7 | 257.2 | 281.5 |
| Falls Church | $ 4,651,161 | $ 5,090,211 | 168.1 | 187.2 | 213.4 | 230.7 | 257.2 | 281.5 |
| Washington SMSA (Va. part) | $ 4,651,161 | $ 5,090,211 | 155.1 | 169.9 | 189.8 | 208.8 | 217.1 | 237.5 |
| Total PD 8 Sales | $4,210 | $4,600 | | | | | | |
| Sales per Capita | | | | | | | | |
| Planning District 9 - Rappahannock-Rapidan | $ 77,811 | $ 81,991 | 174.4 | 199.8 | 222.6 | 244.9 | 255.6 | 269.3 |
| Culpeper County | 99,489 | 104,342 | 175.8 | 206.2 | 235.9 | 250.5 | 271.3 | 284.6 |
| Fauquier County | 20,180 | 21,158 | 158.1 | 172.2 | 202.2 | 226.3 | 252.2 | 264.4 |
| Madison County | 47,569 | 50,658 | 165.1 | 180.0 | 205.0 | 215.9 | 233.8 | 249.0 |
| Orange County | 6,872 | 7,340 | 180.7 | 196.3 | 215.3 | 228.4 | 243.3 | 259.9 |
| Rappahannock County | $ 251,921 | $ 265,489 | 171.9 | 195.7 | 221.9 | 238.8 | 256.3 | 270.1 |
| Total PD 9 Sales | $2,720 | $2,860 | 155.2 | 171.3 | 186.7 | 197.1 | 205.5 | 216.0 |
| Sales per Capita | | | | | | | | |
| Planning District 10 - Thomas Jefferson | $ 164,870 | $ 186,247 | 232.9 | 285.6 | 307.3 | 329.1 | 457.4 | 516.7 |
| Albemarle County | 11,130 | 11,896 | 162.0 | 179.8 | 209.3 | 214.5 | 239.3 | 255.8 |
| Fluvanna County | 9,437 | 9,935 | 199.7 | 224.7 | 274.8 | 328.7 | 360.7 | 379.8 |
| Greene County | 261,157 | 274,432 | 149.8 | 166.2 | 188.1 | 198.8 | 198.6 | 208.7 |
| Charlottesville | $ 446,594 | $ 482,510 | 168.0 | 192.0 | 214.5 | 228.0 | 255.5 | 276.0 |
| Charlottesville SMSA[5] | 32,061 | 34,032 | 207.5 | 234.4 | 244.7 | 267.9 | 284.7 | 302.2 |
| Louisa County | 17,436 | 20,390 | 187.7 | 207.6 | 266.4 | 277.3 | 302.0 | 353.2 |
| Nelson County | $ 496,091 | $ 536,932 | 170.9 | 195.0 | 217.8 | 231.7 | 258.6 | 279.9 |
| Total PD 10 Sales | $3,450 | $3,740 | 150.3 | 167.1 | 185.1 | 193.8 | 210.9 | 228.3 |
| Sales per Capita | | | | | | | | |
| Planning District 11 - Central Virginia | $ 66,640 | $ 70,354 | 188.4 | 219.3 | 297.6 | 328.3 | 316.2 | 333.8 |
| Amherst County | 26,279 | 27,464 | 189.1 | 214.6 | 240.8 | 276.9 | 285.4 | 298.2 |
| Appomattox County | 91,749 | 95,800 | 144.5 | 162.8 | 181.5 | 204.2 | 218.2 | 227.8 |
| Campbell County | 389,291 | 418,987 | 155.1 | 173.2 | 186.9 | 202.4 | 214.6 | 230.9 |
| Lynchburg | $ 573,959 | $ 612,605 | 157.3 | 176.9 | 197.2 | 215.9 | 226.2 | 241.4 |
| Lynchburg SMSA | 36,390 | 38,941 | 169.3 | 183.2 | 224.1 | 252.6 | 282.4 | 302.2 |
| Bedford County | 35,965 | 39,014 | 169.8 | 181.3 | 200.3 | 228.1 | 240.3 | 260.6 |
| Bedford | $ 646,314 | $ 690,560 | 158.5 | 177.4 | 198.5 | 218.2 | 229.5 | 245.2 |
| Total PD 11 Sales | $3,330 | $3,560 | 146.5 | 161.2 | 177.6 | 194.3 | 201.0 | 214.8 |
| Sales per Capita | | | | | | | | |

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 12 - West Piedmont | | | | | | | | |
| Pittsylvania County | $ 76,093 | $ 81,809 | 173.3 | 191.9 | 210.9 | 218.3 | 214.8 | 231.0 |
| Danville | 244,534 | 258,392 | 148.1 | 163.1 | 180.1 | 187.5 | 209.3 | 221.1 |
| Danville SMSA[5] | $ 320,627 | $ 340,201 | 153.9 | 169.8 | 187.3 | 194.7 | 210.5 | 223.4 |
| Franklin County | 64,127 | 64,502 | 181.9 | 198.3 | 215.6 | 211.5 | 223.3 | 224.6 |
| Henry County | 138,096 | 127,082 | 173.4 | 190.1 | 198.3 | 216.9 | 227.8 | 209.6 |
| Patrick County | 23,096 | 24,162 | 149.0 | 161.7 | 185.3 | 191.8 | 208.5 | 218.1 |
| Martinsville | 109,741 | 127,186 | 139.5 | 157.5 | 177.3 | 181.0 | 183.8 | 213.1 |
| Total PD 12 Sales | $ 655,687 | $ 683,133 | 157.4 | 173.7 | 190.0 | 197.8 | 209.9 | 218.9 |
| Sales per Capita | $2,720 | $2,840 | 150.4 | 165.0 | 180.3 | 185.4 | 193.7 | 201.8 |
| Planning District 13 - Southside | | | | | | | | |
| Brunswick County | $ 26,139 | $ 28,207 | 154.0 | 167.6 | 191.9 | 192.1 | 193.7 | 209.0 |
| Halifax County | 45,597 | 44,419 | 178.5 | 199.9 | 206.3 | 209.6 | 217.7 | 212.1 |
| Mecklenburg County | 93,414 | 99,981 | 173.6 | 193.0 | 212.1 | 223.8 | 231.7 | 247.9 |
| South Boston | 42,149 | 46,787 | 162.4 | 176.5 | 204.4 | 214.0 | 242.2 | 268.8 |
| Total PD 13 Sales | $ 207,299 | $ 219,394 | 169.7 | 187.8 | 206.4 | 214.0 | 224.9 | 238.0 |
| Sales per Capita | $2,510 | $2,650 | 171.4 | 186.6 | 204.5 | 215.6 | 227.2 | 239.9 |
| Planning District 14 - Piedmont | | | | | | | | |
| Amelia County | $ 14,288 | $ 14,480 | 171.2 | 205.2 | 227.0 | 252.0 | 251.9 | 255.3 |
| Buckingham County | 15,897 | 16,185 | 171.7 | 201.1 | 215.2 | 221.0 | 228.0 | 232.2 |
| Charlotte County | 18,603 | 19,205 | 185.6 | 204.1 | 227.4 | 230.1 | 238.2 | 245.9 |
| Cumberland County | 8,891 | 8,913 | 159.6 | 174.2 | 202.2 | 210.9 | 213.4 | 213.9 |
| Lunenburg County | 22,215 | 22,125 | 168.0 | 178.9 | 204.3 | 211.2 | 221.6 | 220.7 |
| Nottoway County | 37,876 | 38,901 | 161.6 | 168.0 | 185.5 | 189.8 | 207.4 | 213.0 |
| Prince Edward County | 58,523 | 62,160 | 170.5 | 182.3 | 189.0 | 220.6 | 240.2 | 255.1 |
| Total PD 14 Sales | $ 176,293 | $ 181,969 | 169.2 | 183.6 | 199.9 | 214.9 | 228.1 | 235.5 |
| Sales per Capita | $2,110 | $2,180 | 161.0 | 174.0 | 187.9 | 201.6 | 212.9 | 219.8 |
| Planning District 15 - Richmond Regional | | | | | | | | |
| Charles City County | $ 3,172 | $ 3,017 | 116.1 | 145.6 | 161.5 | 188.6 | 185.8 | 176.7 |
| Chesterfield County | 454,000 | 542,622 | 357.0 | 424.5 | 540.0 | 618.8 | 716.1 | 855.8 |
| Goochland County | 22,266 | 20,165 | 161.3 | 190.9 | 254.1 | 312.0 | 337.7 | 305.9 |
| Hanover County | 193,192 | 201,688 | 240.0 | 290.7 | 356.1 | 430.2 | 466.4 | 486.9 |
| Henrico County | 995,984 | 1,083,991 | 186.0 | 204.6 | 223.4 | 240.2 | 269.6 | 293.4 |
| New Kent County | 12,261 | 13,704 | 171.1 | 193.9 | 226.1 | 259.3 | 251.5 | 281.0 |
| Powhatan County | 11,524 | 12,341 | 201.2 | 222.3 | 274.5 | 312.9 | 290.1 | 310.7 |
| Richmond | 1,234,710 | 1,239,049 | 127.5 | 140.1 | 155.2 | 165.3 | 170.6 | 171.2 |
| Richmond SMSA | $ 2,927,109 | $ 3,116,577 | 161.6 | 180.5 | 204.1 | 222.5 | 240.9 | 256.5 |
| Total PD 15 Sales | $ 2,927,109 | $ 3,116,577 | 161.6 | 180.5 | 204.1 | 222.5 | 240.9 | 256.5 |
| Sales per Capita | $4,630 | $4,930 | 152.3 | 166.7 | 182.5 | 198.0 | 211.6 | 225.3 |

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 16 - RADCO | | | | | | | | |
| Caroline County | $ 26,665 | $ 28,393 | 188.4 | 201.5 | 220.8 | 250.2 | 269.5 | 287.0 |
| King George County | 15,523 | 16,169 | 186.4 | 206.8 | 229.1 | 246.7 | 286.3 | 298.3 |
| Stafford County | 65,898 | 89,700 | 196.2 | 242.3 | 310.9 | 329.2 | 343.7 | 467.9 |
| Spotsylvania County | 262,340 | 291,036 | 314.3 | 363.4 | 429.5 | 477.2 | 291.4 | 323.3 |
| Fredericksburg | | | 152.0 | 173.0 | 181.8 | 183.3 | | |
| Total PD 16 Sales | $ 370,426 | $ 425,298 | 194.2 | 223.8 | 254.2 | 270.0 | 297.5 | 341.5 |
| Sales per Capita | $3,120 | 3,580 | 156.5 | 173.9 | 177.6 | 187.8 | 201.8 | 231.7 |
| Planning District 17 - Northern Neck | | | | | | | | |
| Lancaster County | $ 43,516 | $ 45,608 | 169.6 | 182.7 | 209.7 | 218.5 | 258.5 | 270.9 |
| Northumberland County | 15,986 | 17,538 | 157.4 | 170.8 | 188.4 | 200.5 | 214.2 | 235.0 |
| Richmond County | 24,837 | 26,349 | 155.9 | 175.1 | 221.3 | 205.4 | 231.3 | 245.4 |
| Westmoreland County | 28,074 | 28,856 | 148.2 | 168.6 | 185.1 | 195.8 | 198.0 | 203.5 |
| Total PD 17 Sales | $ 112,413 | $ 118,351 | 158.6 | 175.2 | 202.0 | 206.4 | 228.4 | 240.5 |
| Sales per Capita | $2,750 | $2,890 | 151.9 | 165.4 | 185.7 | 191.8 | 211.3 | 222.5 |
| Planning District 18 - Middle Peninsula | | | | | | | | |
| Essex County | $ 43,348 | $ 46,221 | 216.1 | 238.2 | 267.8 | 285.7 | 296.5 | 316.1 |
| Gloucester County | 57,256 | 64,093 | 198.5 | 238.4 | 282.0 | 323.7 | 364.9 | 408.4 |
| King and Queen County | 3,601 | 3,593 | 141.7 | 161.4 | 200.3 | 220.5 | 238.6 | 238.1 |
| King William County | 25,230 | 24,755 | 161.7 | 163.9 | 180.6 | 191.3 | 224.6 | 220.4 |
| Mathews County | 15,159 | 16,337 | 162.2 | 176.6 | 197.6 | 211.4 | 215.4 | 232.2 |
| Middlesex County | 20,080 | 21,666 | 155.4 | 167.9 | 193.2 | 216.2 | 231.2 | 249.5 |
| Total PD 18 Sales | $ 164,674 | $ 176,665 | 183.7 | 204.3 | 233.7 | 256.8 | 280.2 | 300.6 |
| Sales per Capita | $2,750 | $2,950 | 162.9 | 179.0 | 196.7 | 212.0 | 225.2 | 241.6 |
| Planning District 19 - Crater | | | | | | | | |
| Dinwiddie County | $ 30,212 | $ 29,515 | 226.5 | 254.9 | 294.2 | 322.4 | 342.5 | 334.6 |
| Prince George County | 27,227 | 29,354 | 96.8 | 96.8 | 125.5 | 151.2 | 157.2 | 169.5 |
| Colonial Heights | 57,970 | 62,805 | 177.0 | 198.6 | 227.2 | 238.3 | 254.6 | 275.9 |
| Hopewell | 78,483 | 86,484 | 172.1 | 189.6 | 195.9 | 192.4 | 199.0 | 219.3 |
| Petersburg | 206,785 | 218,088 | 163.1 | 172.0 | 185.9 | 184.2 | 197.4 | 208.2 |
| Petersburg-Colonial Heights-Hopewell SMSA | $ 400,677 | $ 426,246 | 163.5 | 175.8 | 192.3 | 195.6 | 207.5 | 220.7 |
| Greensville County | 19,872 | 19,294 | 126.4 | 180.4 | 197.7 | 245.9 | 223.8 | 217.3 |
| Surry County | 8,007 | 8,386 | 142.6 | 154.8 | 282.4 | 477.5 | 270.1 | 282.8 |
| Sussex County | 23,813 | 24,886 | 141.2 | 154.2 | 179.8 | 193.5 | 212.0 | 221.5 |
| Emporia | 34,832 | 38,858 | 172.9 | 173.4 | 189.9 | 205.5 | 204.6 | 228.2 |
| Total PD 19 Sales | $ 487,201 | $ 517,670 | 161.5 | 174.5 | 193.0 | 201.9 | 208.9 | 222.0 |
| Sales per Capita | $3,010 | $3,200 | 166.2 | 175.9 | 195.2 | 201.9 | 207.9 | 220.9 |

## TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 20 - Southeastern Virginia | | | | | | | | |
| Chesapeake | $ 275,790 | $ 299,803 | 191.7 | 226.2 | 274.6 | 291.4 | 317.6 | 345.3 |
| Norfolk | 1,146,756 | 1,245,429 | 139.1 | 154.6 | 165.0 | 178.9 | 189.9 | 206.3 |
| Portsmouth | 327,129 | 344,858 | 149.2 | 164.1 | 181.5 | 186.4 | 197.2 | 207.9 |
| Suffolk | 117,772 | 126,721 | 163.3 | 172.7 | 186.9 | 191.6 | 203.5 | 218.9 |
| Virginia Beach | 868,122 | 1,020,328 | 207.8 | 250.2 | 287.5 | 304.8 | 340.9 | 400.6 |
| Norfolk-Virginia Beach-Portsmouth SMSA (Va. part) | $ 2,735,569 | $ 3,037,139 | 160.6 | 183.0 | 203.1 | 216.3 | 234.0 | 259.8 |
| Isle of Wight County | 58,462 | 60,828 | 191.8 | 230.3 | 254.9 | 305.1 | 337.4 | 351.0 |
| Southampton County | 19,661 | 20,340 | 152.9 | 163.7 | 183.7 | 185.4 | 202.6 | 209.6 |
| Franklin | 33,236 | 36,388 | 148.8 | 165.3 | 178.7 | 180.1 | 188.8 | 206.7 |
| Total PD 20 Sales | $ 2,846,928 | $ 3,154,695 | 160.8 | 183.2 | 203.3 | 216.7 | 234.6 | 259.9 |
| Sales per Capita | $3,380 | $3,740 | 153.2 | 174.1 | 186.8 | 199.4 | 215.3 | 238.5 |
| Planning District 21 - Peninsula | | | | | | | | |
| Gloucester County[6] | $ 57,256 | $ 64,093 | 198.5 | 238.4 | 282.0 | 323.7 | 364.8 | 408.4 |
| James City County | 118,900 | 144,878 | 358.4 | 362.1 | 430.2 | 474.9 | 618.1 | 753.1 |
| York County | 78,386 | 93,549 | 190.4 | 207.1 | 244.4 | 303.5 | 352.6 | 443.4 |
| Poquoson[7] | 6,048 | 12,622 | | | | | | |
| Hampton | 501,905 | 555,404 | 183.7 | 207.9 | 236.2 | 242.8 | 261.6 | 289.5 |
| Newport News | 430,887 | 454,182 | 135.6 | 149.2 | 162.6 | 170.6 | 191.2 | 201.6 |
| Williamsburg | 153,025 | 163,036 | 186.3 | 191.8 | 222.1 | 217.7 | 238.6 | 254.2 |
| Newport News-Hampton SMSA | $ 1,346,407 | $ 1,487,764 | 170.9 | 187.8 | 212.4 | 223.0 | 249.2 | 275.4 |
| Total PD 21 Sales | $ 1,289,151 | $ 1,423,671 | 170.1 | 186.3 | 210.3 | 220.0 | 245.8 | 271.4 |
| Sales per Capita | $3,740 | $4,130 | 162.2 | 176.2 | 195.8 | 194.7 | 230.1 | 254.1 |
| Planning District 22 - Accomack-Northampton | | | | | | | | |
| Accomack County | $ 78,325 | $ 87,694 | 181.4 | 195.9 | 225.5 | 233.4 | 254.1 | 284.5 |
| Northampton County | 48,760 | 54,821 | 159.1 | 174.9 | 181.9 | 201.2 | 239.7 | 269.5 |
| Total PD 22 Sales | $ 127,085 | $ 142,515 | 172.5 | 187.6 | 208.2 | 220.5 | 248.4 | 278.5 |
| Sales per Capita | $2,770 | $3,110 | 161.0 | 175.4 | 190.7 | 204.5 | 233.3 | 261.6 |

Source: Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues, Commonwealth of Virginia, Department of Taxation, Richmond, Virginia.

See page 42 for footnotes.

*The figure for Total Store Sales for 1981 does not equal the sum of the sales for the 22 Planning Districts because of a small amount of "unassigned" sales.

[1]GAF = General merchandise, apparel, and furniture and appliances.

[2]Scott County, which is in Planning District 1, is part of the Bristol SMSA; the major part of the Bristol SMSA, however, is in Planning District 3.

[3]The city of Bristol annexed part of Washington County, effective January 1, 1974; therefore, sales trends are not available for these separate areas.

[4]Manassas and Manassas Park were formed from parts of Prince William County in 1975.

[5]The Standard Metropolitan Statistical Areas of Charlottesville and Danville were not defined until 1981. Data presented here, however, treat the jurisdictions affected as SMSA's for the entire period.

[6]Gloucester County, which is in Planning District 18, is part of the Newport News-Hampton SMSA; the major part of the Newport News-Hampton SMSA, however, is in Planning District 21.

[7]The city of Poquoson was incorporated from York County, effective July 1, 1975; therefore, comparisons of sales data are not available for these separate areas.

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Total State Sales | $ 6,036,245 | $ 6,721,449* | 156.4 | 175.4 | 196.6 | 203.7 | 223.0 | 248.4 |
| Sales per Capita | $1,130 | $1,260 | 148.4 | 165.3 | 180.8 | 186.2 | 197.2 | 219.4 |
| Planning District 1 - Lenowisco | | | | | | | | |
| Lee County | $ 8,358 | $ 9,177 | 125.1 | 140.0 | 163.0 | 168.7 | 169.8 | 186.4 |
| Scott County[2] | 5,060 | 5,592 | 106.6 | 105.5 | 114.4 | 113.0 | 113.4 | 125.3 |
| Wise County | 25,228 | 27,819 | 197.7 | 212.7 | 221.4 | 217.6 | 216.1 | 238.4 |
| Norton | 17,877 | 16,947 | 127.3 | 146.6 | 190.6 | 243.0 | 345.7 | 327.7 |
| Total PD 1 Sales | $ 56,523 | $ 59,535 | 154.7 | 167.8 | 186.3 | 195.8 | 215.5 | 227.0 |
| Sales per Capita | $570 | $600 | 144.2 | 150.5 | 163.9 | 173.9 | 189.7 | 199.8 |
| Planning District 2 - Cumberland Plateau | | | | | | | | |
| Buchanan County | $ 28,523 | $ 30,577 | 167.7 | 179.7 | 183.3 | 191.0 | 213.8 | 229.2 |
| Dickenson County | 7,609 | 8,370 | 164.2 | 166.1 | 166.0 | 171.1 | 183.3 | 201.6 |
| Russell County | 16,112 | 16,566 | 183.7 | 207.2 | 225.2 | 233.5 | 250.0 | 257.0 |
| Tazewell County | 42,508 | 47,342 | 183.4 | 195.9 | 205.1 | 228.7 | 253.1 | 281.9 |
| Total PD 2 Sales | $ 94,752 | $ 102,855 | 176.4 | 189.3 | 197.1 | 211.1 | 232.6 | 252.5 |
| Sales per Capita | $680 | $700 | 167.5 | 173.8 | 171.0 | 182.5 | 192.7 | 209.2 |
| Planning District 3 - Mount Rogers | | | | | | | | |
| Scott County[2] | $ 5,060 | $ 5,592 | 106.6 | 105.5 | 114.4 | 113.0 | 113.4 | 125.3 |
| Washington County[3] | 23,416 | 25,209 | 232.7 | 259.7 | 305.9 | 314.2 | 348.1 | 376.8 |
| Bristol | 54,139 | 58,734 | | | | | | |
| Bristol SMSA (Va. part) | $ 82,615 | $ 89,535 | 211.7 | 234.0 | 273.9 | 280.5 | 308.9 | 334.8 |
| Bland County | 247 | 237 | 14.2 | 34.9 | 24.1 | 69.2 | 59.2 | 57.1 |
| Carroll County | 9,970 | 10,136 | 154.5 | 170.7 | 187.9 | 193.7 | 212.9 | 216.5 |
| Grayson County | 1,673 | 1,978 | 39.8 | 50.4 | 50.0 | 45.3 | 50.3 | 59.4 |
| Smyth County | 22,290 | 23,219 | 146.6 | 175.3 | 185.8 | 183.9 | 192.2 | 200.2 |
| Wythe County | 19,333 | 20,582 | 147.6 | 188.9 | 221.6 | 220.5 | 268.8 | 286.2 |
| Galax | 18,381 | 20,185 | 135.0 | 155.1 | 171.9 | 174.3 | 179.7 | 197.3 |
| Total PD 3 Sales | $ 149,449 | $ 160,280 | 170.6 | 196.7 | 224.0 | 227.6 | 250.2 | 268.4 |
| Sales per Capita | $830 | $890 | 166.9 | 191.3 | 213.1 | 215.9 | 225.4 | 241.8 |
| Planning District 4 - New River Valley | | | | | | | | |
| Floyd County | $ 2,799 | $ 2,867 | 98.1 | 111.5 | 118.4 | 112.4 | 123.7 | 126.7 |
| Giles County | 8,365 | 9,320 | 135.9 | 147.7 | 162.5 | 165.1 | 159.1 | 177.2 |
| Montgomery County | 54,103 | 59,306 | 184.0 | 197.4 | 225.4 | 243.7 | 267.0 | 292.6 |
| Pulaski County | 30,083 | 32,355 | 176.6 | 227.7 | 256.6 | 264.8 | 267.1 | 287.2 |
| Radford | 7,747 | 8,488 | 121.8 | 110.4 | 115.1 | 101.9 | 114.7 | 125.7 |
| Total PD 4 Sales | $ 103,097 | $ 112,336 | 163.3 | 182.1 | 204.3 | 212.4 | 225.1 | 245.3 |
| Sales per Capita | $730 | $800 | 148.5 | 163.3 | 181.1 | 186.2 | 186.1 | 202.7 |

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| **Planning District 5 - Fifth** | | | | | | | | |
| Botetourt County | $ 3,612 | $ 3,811 | 103.7 | 107.9 | 118.2 | 112.2 | 119.0 | 125.6 |
| Craig County | 630 | 329 | 101.3 | 108.8 | 90.3 | 65.6 | 277.5 | 144.9 |
| Roanoke County | 94,132 | 107,001 | 116.0 | 120.4 | 138.8 | 142.5 | 200.7 | 228.2 |
| Roanoke | 203,706 | 213,531 | 179.1 | 212.5 | 236.7 | 250.0 | 230.8 | 241.9 |
| Salem | 31,973 | 35,055 | 236.1 | 323.8 | 299.2 | 325.8 | 405.3 | 444.4 |
| Roanoke SMSA | $ 334,053 | $ 359,727 | 160.3 | 186.7 | 206.1 | 216.4 | 228.3 | 245.8 |
| Clifton Forge | 4,160 | 3,687 | 110.8 | 110.2 | 116.8 | 120.1 | 117.4 | 104.1 |
| Covington | 20,247 | 21,119 | 163.3 | 221.4 | 242.4 | 249.9 | 245.1 | 255.6 |
| Alleghany County | | | 159.0 | 171.2 | 154.4 | 169.8 | | |
| Total PD 5 Sales | $ 358,460 | $ 384,533 | 159.3 | 186.5 | 205.5 | 215.6 | 226.8 | 243.3 |
| Sales per Capita | $1,420 | $1,520 | 155.2 | 184.5 | 203.9 | 212.9 | 210.9 | 226.4 |
| **Planning District 6 - Central Shenandoah** | | | | | | | | |
| Augusta County | $ 22,997 | $ 19,851 | 185.4 | 194.2 | 194.8 | 249.5 | 209.1 | 180.5 |
| Bath County | 2,866 | 3,262 | 133.7 | 142.9 | 162.2 | 169.0 | 159.0 | 180.9 |
| Highland County | 728 | 723 | 113.1 | 135.1 | 128.6 | 150.7 | 138.7 | 137.7 |
| Rockbridge County | 2,564 | 2,417 | 71.5 | 87.2 | 108.9 | 164.1 | 112.6 | 106.1 |
| Rockingham County | 30,639 | 41,859 | 135.9 | 190.1 | 261.4 | 299.3 | 443.0 | 605.2 |
| Buena Vista | 3,569 | 4,035 | 120.2 | 128.4 | 126.6 | 128.9 | 119.5 | 135.1 |
| Harrisonburg | 51,393 | 46,840 | 140.0 | 152.8 | 169.8 | 195.1 | 178.1 | 162.3 |
| Lexington | 10,912 | 11,318 | 111.9 | 122.4 | 138.7 | 128.2 | 148.0 | 153.5 |
| Staunton | 36,232 | 41,291 | 132.0 | 141.3 | 167.2 | 153.2 | 178.7 | 203.7 |
| Waynesboro | 28,387 | 31,644 | 129.7 | 157.7 | 174.9 | 167.4 | 191.5 | 213.5 |
| Total PD 6 Sales | $ 190,287 | $ 203,240 | 137.0 | 153.6 | 173.9 | 187.1 | 196.5 | 209.9 |
| Sales per Capita | $910 | $980 | 131.2 | 145.1 | 162.8 | 176.5 | 179.1 | 191.3 |
| **Planning District 7 - Lord Fairfax** | | | | | | | | |
| Clarke County | $ 3,372 | $ 3,348 | 133.8 | 144.9 | 255.2 | 293.2 | 297.1 | 295.0 |
| Frederick County | 16,455 | 16,423 | 259.5 | 249.6 | 243.6 | 315.3 | 276.0 | 275.4 |
| Page County | 10,704 | 11,249 | 112.8 | 124.5 | 134.7 | 132.7 | 150.4 | 158.0 |
| Shenandoah County | 12,967 | 12,196 | 136.6 | 160.7 | 191.2 | 194.1 | 215.3 | 202.5 |
| Warren County | 19,214 | 20,938 | 153.0 | 186.1 | 206.0 | 206.4 | 217.9 | 237.5 |
| Winchester | 60,924 | 66,583 | 135.2 | 151.8 | 182.8 | 171.8 | 194.5 | 212.6 |
| Total PD 7 Sales | $ 123,636 | $ 130,737 | 147.5 | 164.0 | 188.8 | 191.1 | 204.8 | 216.5 |
| Sales per Capita | $930 | $990 | 135.9 | 148.4 | 164.9 | 166.7 | 170.9 | 180.7 |

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| **Planning District 8 - Northern Virginia** | | | | | | | | |
| Arlington County | $ 198,857 | $ 208,575 | 103.6 | 114.4 | 129.0 | 127.7 | 148.6 | 155.8 |
| Fairfax County | 901,693 | 1,062,582 | 199.1 | 216.6 | 246.9 | 261.5 | 297.7 | 350.8 |
| Loudoun County | 51,188 | 53,059 | 252.0 | 275.0 | 310.8 | 350.6 | 399.0 | 413.6 |
| Manassas[4] | 40,590 | 41,713 | 210.8 | 239.1 | 274.2 | 292.6 | 316.3 | 346.5 |
| Manassas Park[4] | 1,962 | 1,969 | | | | | | |
| Prince William County[4] | 128,261 | 143,442 | | | | | | |
| Alexandria | 226,306 | 225,605 | 139.2 | 145.9 | 150.3 | 143.8 | 166.5 | 166.0 |
| Fairfax | 98,550 | 97,178 | 135.5 | 160.5 | 225.0 | 261.5 | 284.7 | 280.7 |
| Falls Church | 74,733 | 76,809 | 169.1 | 177.0 | 273.8 | 264.2 | 343.6 | 353.1 |
| Washington SMSA (Va. part) | $ 1,722,150 | $ 1,910,932 | 166.8 | 181.9 | 208.5 | 217.0 | 247.5 | 274.6 |
| Total PD 8 Sales | $ 1,722,150 | $ 1,910,932 | 166.8 | 181.9 | 208.5 | 217.0 | 247.5 | 274.6 |
| Sales per Capita | $1,560 | $1,730 | 155.8 | 166.2 | 187.6 | 194.4 | 208.8 | 231.7 |
| **Planning District 9 - Rappahannock-Rapidan** | | | | | | | | |
| Culpeper County | $ 23,624 | $ 25,307 | 183.0 | 199.7 | 224.7 | 242.0 | 253.4 | 271.5 |
| Fauquier County | 17,321 | 19,483 | 129.6 | 145.1 | 160.5 | 170.5 | 193.0 | 217.1 |
| Madison County | 2,623 | 3,179 | 50.8 | 55.5 | 64.8 | 75.2 | 88.3 | 107.0 |
| Orange County | 10,083 | 10,796 | 127.1 | 142.8 | 160.8 | 169.6 | 177.1 | 189.7 |
| Rappahannock County | 2,472 | 2,373 | 178.7 | 191.5 | 184.4 | 187.7 | 197.3 | 189.4 |
| Total PD 9 Sales | $ 56,123 | $ 61,138 | 140.6 | 155.3 | 172.8 | 175.9 | 199.0 | 216.7 |
| Sales per Capita | $610 | $660 | 130.3 | 139.5 | 150.0 | 160.5 | 159.4 | 173.2 |
| **Planning District 10 - Thomas Jefferson** | | | | | | | | |
| Albemarle County | $ 55,670 | $ 75,087 | 307.8 | 461.8 | 482.1 | 514.4 | 1,255.0 | 1,692.7 |
| Fluvanna County | 1,385 | 1,195 | 73.7 | 71.4 | 70.9 | 79.7 | 97.5 | 84.1 |
| Greene County | 1,192 | 1,187 | 63.7 | 65.6 | 83.4 | 89.1 | 93.2 | 92.9 |
| Charlottesville | 92,472 | 89,543 | 151.2 | 170.0 | 196.3 | 201.4 | 173.0 | 167.5 |
| Charlottesville SMSA[5] | $ 150,719 | $ 167,012 | 158.9 | 186.9 | 212.0 | 219.2 | 248.8 | 275.7 |
| Louisa County | 4,988 | 5,502 | 163.6 | 193.6 | 214.7 | 243.5 | 228.0 | 251.5 |
| Nelson County | 4,585 | 6,803 | 140.7 | 177.8 | 271.0 | 288.6 | 316.6 | 469.8 |
| Total PD 10 Sales | $ 160,292 | $ 179,317 | 158.7 | 186.9 | 213.5 | 221.6 | 249.6 | 279.2 |
| Sales per Capita | $1,110 | $1,250 | 142.5 | 164.2 | 184.2 | 191.6 | 203.7 | 227.9 |
| **Planning District 11 - Central Virginia** | | | | | | | | |
| Amherst County | $ 14,292 | $ 16,027 | 171.9 | 243.7 | 336.5 | 364.8 | 382.4 | 428.9 |
| Appomattox County | 4,529 | 5,301 | 148.7 | 187.9 | 220.6 | 289.2 | 233.9 | 273.8 |
| Campbell County | 21,445 | 21,816 | 153.5 | 183.9 | 199.3 | 220.4 | 232.9 | 236.5 |
| Lynchburg | 138,472 | 165,952 | 144.0 | 162.2 | 175.2 | 182.6 | 201.9 | 242.0 |
| Lynchburg SMSA | $ 178,738 | $ 209,096 | 146.4 | 168.9 | 186.1 | 197.3 | 214.1 | 250.5 |
| Bedford County | 5,597 | 6,106 | 112.7 | 121.3 | 179.3 | 192.6 | 245.7 | 268.0 |
| Bedford | 8,717 | 10,127 | 129.3 | 132.1 | 143.7 | 163.5 | 180.3 | 209.5 |
| Total PD 11 Sales | $ 193,052 | $ 225,329 | 144.6 | 165.7 | 183.8 | 195.6 | 213.1 | 248.7 |
| Sales per Capita | $990 | $1,160 | 137.3 | 153.8 | 168.9 | 180.2 | 186.5 | 217.7 |

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| **Planning District 12 - West Piedmont** | | | | | | | | |
| Pittsylvania County | $ 13,855 | $ 14,135 | 111.0 | 139.5 | 156.2 | 173.5 | 164.4 | 167.7 |
| Danville | 83,699 | 91,238 | 141.9 | 154.1 | 165.2 | 164.9 | 178.0 | 194.0 |
| Danville SMSA[5] | $ 97,554 | $ 105,373 | 125.4 | 137.2 | 163.9 | 166.2 | 175.9 | 190.0 |
| Franklin County | 14,147 | 15,639 | 139.7 | 144.7 | 161.5 | 168.0 | 195.3 | 215.9 |
| Henry County | 18,811 | 20,912 | 129.0 | 138.3 | 148.1 | 171.4 | 140.1 | 155.8 |
| Patrick County | 5,696 | 5,734 | 117.6 | 126.5 | 147.9 | 143.8 | 159.7 | 160.8 |
| Martinsville | 48,290 | 50,252 | 128.6 | 142.1 | 153.0 | 150.6 | 178.2 | 185.4 |
| Total PD 12 Sales | $ 184,498 | $ 197,910 | 133.5 | 146.4 | 158.5 | 162.3 | 172.8 | 185.3 |
| Sales per Capita | $770 | $820 | 129.8 | 141.7 | 154.2 | 158.4 | 159.5 | 171.1 |
| **Planning District 13 - Southside** | | | | | | | | |
| Brunswick County | $ 4,678 | $ 5,380 | 114.2 | 123.1 | 131.6 | 135.5 | 121.9 | 140.1 |
| Halifax County | 9,785 | 10,633 | 130.0 | 147.6 | 141.3 | 155.1 | 150.5 | 163.6 |
| Mecklenburg County | 19,801 | 21,447 | 140.1 | 152.2 | 168.2 | 174.6 | 179.8 | 194.7 |
| South Boston | 16,675 | 18,950 | 147.5 | 153.7 | 179.4 | 182.5 | 208.7 | 237.2 |
| Total PD 13 Sales | $ 50,939 | $ 56,410 | 136.5 | 147.8 | 160.5 | 167.2 | 173.6 | 192.2 |
| Sales per Capita | $620 | $680 | 139.5 | 147.7 | 161.9 | 167.6 | 175.2 | 193.6 |
| **Planning District 14 - Piedmont** | | | | | | | | |
| Amelia County | $ 2,933 | $ 2,765 | 133.1 | 148.3 | 177.1 | 184.5 | 187.9 | 177.1 |
| Buckingham County | 1,755 | 1,788 | 71.3 | 73.2 | 80.9 | 77.2 | 74.8 | 76.2 |
| Charlotte County | 2,577 | 3,218 | 73.8 | 82.4 | 96.6 | 95.8 | 103.3 | 129.0 |
| Cumberland County | 2,046 | 1,646 | 74.9 | 77.0 | 92.9 | 95.0 | 88.1 | 70.9 |
| Lunenburg County | 4,468 | 4,623 | 120.5 | 132.3 | 161.9 | 156.2 | 146.6 | 151.7 |
| Nottoway County | 8,378 | 9,377 | 171.6 | 182.5 | 202.4 | 199.2 | 197.9 | 221.5 |
| Prince Edward County | 20,395 | 21,548 | 140.2 | 150.6 | 157.7 | 183.7 | 198.5 | 209.7 |
| Total PD 14 Sales | $ 42,552 | $ 44,965 | 124.3 | 133.6 | 148.2 | 157.4 | 161.9 | 171.1 |
| Sales per Capita | $510 | $540 | 119.6 | 127.6 | 139.5 | 148.4 | 151.1 | 159.7 |
| **Planning District 15 - Richmond Regional** | | | | | | | | |
| Charles City County | $ 172 | $ 275 | 21.2 | 22.2 | 34.3 | 31.8 | 42.4 | 67.7 |
| Chesterfield County | 169,448 | 225,469 | 999.7 | 1,252.2 | 1,671.7 | 1,917.4 | 2,200.1 | 2,927.4 |
| Goochland County | 2,357 | 2,755 | 78.4 | 87.8 | 88.3 | 130.6 | 126.9 | 148.4 |
| Hanover County | 24,925 | 30,005 | 189.7 | 236.7 | 297.8 | 397.0 | 443.4 | 533.8 |
| Henrico County | 379,128 | 423,258 | 181.3 | 207.8 | 229.2 | 230.6 | 266.6 | 297.7 |
| New Kent County | 1,349 | 1,301 | 130.2 | 137.6 | 165.3 | 204.6 | 175.4 | 169.2 |
| Powhatan County | 664 | 804 | 87.7 | 119.5 | 143.2 | 148.4 | 138.0 | 167.2 |
| Richmond | 353,712 | 362,292 | 114.3 | 124.0 | 133.2 | 139.1 | 135.1 | 138.3 |
| Richmond SMSA | $ 931,755 | $ 1,046,159 | 153.9 | 174.5 | 196.1 | 206.3 | 221.4 | 248.6 |
| Total PD 15 Sales | $ 931,755 | $ 1,046,159 | 153.9 | 174.5 | 196.1 | 206.3 | 221.4 | 248.6 |
| Sales per Capita | $1,470 | $1,660 | 147.0 | 163.6 | 178.2 | 187.5 | 194.5 | 218.4 |

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 16 - RADCO | | | | | | | | |
| Caroline County | $ 2,128 | $ 2,180 | 70.1 | 68.7 | 88.2 | 112.0 | 99.1 | 101.5 |
| King George County | 2,949 | 2,696 | 176.1 | 197.7 | 232.1 | 238.8 | 262.6 | 240.0 |
| Stafford County | 2,354 | 5,926 | 126.3 | 173.7 | 182.7 | 202.6 | 204.9 | 515.8 |
| Spotsylvania County | 95,476 | 111,847 | 275.2 | 294.6 | 396.5 | 456.8 | 271.0 | 318.0 |
| Fredericksburg | | | 143.0 | 161.3 | 174.5 | 163.0 | | |
| Total PD 16 Sales | $ 102,907 | $ 122,649 | 164.5 | 182.9 | 213.6 | 218.9 | 259.5 | 309.3 |
| Sales per Capita | $870 | $1,030 | 137.9 | 148.1 | 156.2 | 160.3 | 175.9 | 209.6 |
| Planning District 17 - Northern Neck | | | | | | | | |
| Lancaster County | $ 7,831 | $ 8,034 | 134.8 | 145.5 | 160.9 | 170.6 | 189.6 | 194.5 |
| Northumberland County | 1,439 | 1,286 | 97.0 | 97.8 | 98.3 | 107.0 | 110.7 | 98.9 |
| Richmond County | 7,929 | 8,742 | 152.5 | 198.0 | 226.1 | 214.3 | 224.4 | 247.4 |
| Westmoreland County | 3,424 | 3,529 | 132.6 | 132.8 | 145.2 | 149.6 | 144.6 | 149.0 |
| Total PD 17 Sales | $ 20,623 | $ 21,591 | 135.5 | 153.7 | 170.8 | 172.5 | 182.0 | 190.5 |
| Sales per Capita | $500 | $530 | 132.8 | 147.2 | 160.6 | 164.0 | 168.4 | 176.3 |
| Planning District 18 - Middle Peninsula | | | | | | | | |
| Essex County | $ 11,709 | $ 12,826 | 202.2 | 255.3 | 266.8 | 281.2 | 282.6 | 309.5 |
| Gloucester County | 13,814 | 15,030 | 161.6 | 234.7 | 266.4 | 286.4 | 332.5 | 361.7 |
| King and Queen County | 463 | 420 | 30.5 | 34.0 | 69.3 | 125.4 | 117.5 | 106.6 |
| King William County | 4,597 | 4,686 | 97.6 | 99.5 | 112.1 | 120.4 | 125.1 | 127.5 |
| Mathews County | 2,481 | 2,371 | 97.0 | 107.3 | 127.7 | 137.5 | 131.1 | 125.3 |
| Middlesex County | 2,967 | 3,252 | 125.6 | 146.1 | 158.8 | 176.3 | 178.0 | 195.1 |
| Total PD 18 Sales | $ 36,031 | $ 38,585 | 142.7 | 179.5 | 198.3 | 213.6 | 226.1 | 242.3 |
| Sales per Capita | $600 | $640 | 129.1 | 160.6 | 169.8 | 181.9 | 182.0 | 194.9 |
| Planning District 19 - Crater | | | | | | | | |
| Dinwiddie County | $ 1,944 | $ 960 | 77.6 | 116.1 | 115.3 | 110.3 | 105.9 | 52.3 |
| Prince George County | 1,211 | 941 | 39.8 | 40.6 | 44.1 | 50.3 | 36.4 | 28.3 |
| Colonial Heights | 18,775 | 21,599 | 169.9 | 214.0 | 240.3 | 253.3 | 254.6 | 292.9 |
| Hopewell | 22,029 | 26,639 | 146.0 | 164.5 | 174.4 | 173.5 | 184.9 | 223.7 |
| Petersburg | 80,822 | 88,312 | 156.2 | 158.8 | 165.3 | 156.4 | 166.5 | 181.9 |
| Petersburg-Colonial Heights-Hopewell SMSA | $ 124,781 | $ 138,451 | 148.6 | 158.8 | 167.5 | 162.8 | 170.9 | 189.7 |
| Greensville County | 840 | 765 | 136.2 | 322.5 | 394.1 | 74.5 | 151.4 | 137.8 |
| Surry County | 442 | 471 | 45.0 | 44.8 | 45.5 | 51.0 | 46.0 | 49.0 |
| Sussex County | 3,334 | 3,264 | 81.7 | 80.6 | 90.4 | 82.4 | 79.0 | 77.3 |
| Emporia | 10,701 | 11,365 | 156.5 | 152.5 | 161.7 | 195.8 | 184.9 | 196.4 |
| Total PD 19 Sales | $ 140,098 | $ 154,316 | 144.5 | 154.3 | 163.4 | 159.3 | 165.7 | 182.6 |
| Sales per Capita | $870 | $950 | 149.2 | 156.5 | 166.0 | 162.2 | 165.1 | 181.8 |

## GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1981 (cont.)

| | Dollar Sales (000) | | Index of Change (1971 = 100) | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
| Planning District 20 - Southeastern Virginia | | | | | | | | |
| Chesapeake | $ 41,553 | $ 57,383 | 181.6 | 192.6 | 227.3 | 262.3 | 292.3 | 403.7 |
| Norfolk | 393,640 | 428,742 | 135.3 | 153.4 | 164.6 | 173.2 | 184.3 | 200.7 |
| Portsmouth | 117,411 | 124,617 | 146.2 | 161.2 | 180.1 | 172.2 | 187.2 | 198.6 |
| Suffolk | 33,481 | 35,709 | 156.7 | 165.3 | 179.8 | 174.9 | 181.1 | 245.5 |
| Virginia Beach | 293,037 | 374,228 | 201.4 | 249.1 | 280.7 | 281.5 | 313.6 | 400.5 |
| Norfolk-Virginia Beach-Portsmouth SMSA | | | | | | | | |
| (Va. part) | $ 879,122 | $ 1,020,679 | 155.0 | 178.8 | 196.9 | 201.4 | 218.4 | 253.6 |
| Isle of Wight County | 9,141 | 9,977 | 195.6 | 229.8 | 257.8 | 267.6 | 279.6 | 305.2 |
| Southampton County | 3,644 | 3,314 | 120.2 | 121.1 | 140.5 | 124.1 | 142.7 | 129.8 |
| Franklin | 9,796 | 11,118 | 160.5 | 154.3 | 162.6 | 168.5 | 163.1 | 185.1 |
| Total PD 20 Sales | $ 901,703 | $ 1,045,088 | 154.9 | 178.4 | 196.4 | 200.7 | 217.6 | 252.2 |
| Sales per Capita | $1,070 | $1,240 | 148.6 | 172.0 | 181.3 | 186.9 | 199.9 | 231.6 |
| Planning District 21 - Peninsula | | | | | | | | |
| Gloucester County[6] | $ 13,814 | $ 15,030 | 161.6 | 234.7 | 266.4 | 286.4 | 332.5 | 361.7 |
| James City County | 8,255 | 8,238 | - | 294.8 | 356.3 | 349.9 | 378.1 | 377.4 |
| York County | 17,471 | 19,761 | 194.0 | 215.4 | 243.4 | 276.0 | 305.4 | 340.1 |
| Poquoson[7] | 1,529 | 1,395 | | | | | | |
| Hampton | 231,091 | 262,966 | 239.0 | 285.2 | 326.3 | 313.6 | 335.1 | 381.3 |
| Newport News | 105,235 | 106,471 | 89.0 | 97.4 | 104.0 | 109.4 | 121.0 | 122.4 |
| Williamsburg | 29,088 | 36,428 | 157.9 | 165.8 | 187.8 | 194.0 | 202.9 | 254.1 |
| Newport News-Hampton SMSA | $ 406,483 | $ 450,289 | 161.0 | 183.1 | 205.9 | 205.6 | 222.3 | 246.3 |
| Total PD 21 Sales | $ 392,669 | $ 435,259 | 161.0 | 181.9 | 204.5 | 203.7 | 219.7 | 243.6 |
| Sales per Capita | $1,140 | $1,260 | 155.0 | 173.0 | 191.4 | 191.2 | 205.8 | 228.2 |
| Planning District 22 - Accomack-Northampton | | | | | | | | |
| Accomack County | $ 17,911 | $ 20,582 | 178.1 | 186.7 | 219.2 | 222.9 | 241.9 | 277.9 |
| Northampton County | 6,738 | 7,696 | 123.3 | 133.4 | 141.7 | 125.1 | 146.7 | 167.6 |
| Total PD 22 Sales | $ 24,649 | $ 28,278 | 157.1 | 166.3 | 189.6 | 185.6 | 205.5 | 235.7 |
| Sales per Capita | $540 | $620 | 145.7 | 154.7 | 172.6 | 169.0 | 193.2 | 221.6 |

See page 42 for footnotes.

Source: Unpublished data from the Virginia Department of Taxation.

# APPENDIX

## Background

In early 1971, the Tayloe Murphy Institute initiated a retail sales figure exchange for eight areas in Virginia. The Tayloe Murphy Institute project was patterned after a data collection performed until the mid 1960's by the various Federal Reserve Banks for many years. The Banks gathered, collated, and disseminated weekly and monthly sales data from department stores in the major cities and their suburbs, as part of their accumulation of economic indicators. This work was discontinued because it was deemed that the quality of the samples was poor and the Federal Reserve determined that the cost to improve the quality was greater than the resulting data would be worth to them.

The Tayloe Murphy Institute project was in large part similar to the Federal Reserve project. The Tayloe Murphy Institute held all individual store data completely confidential and distributed total sales data only to the participating firms. However, the Tayloe Murphy Institute discontinued the data collection at the end of 1980, for reasons similar to those stated by the Federal Reserve fifteen years earlier.

## Taxable Sales Data

The Virginia Department of Taxation taxable sales data comprised sales information from its quarterly publication, Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues; the GAF data were calculated from sales information specially tabulated for the Tayloe Murphy Institute.

The Department of Taxation taxable sales are the published sales in all stores of the type, based on payments of Virginia sales tax revenues. The figures may include some irregularities as a result of untimely filing of returns by businesses. Untimely filing also can cause the retailers to not avail themselves of the 3% dealer compensation allowed; however, in calculating total sales, it was assumed that the dealer compensation had been allowed for all reported data. The published figures may include some irregularities also as a result of corrections in the reported data after an audit disclosed that sales tax had been allocated to the improper location. In such an event, the estimated adjustment in allocations for all years involved are reflected in the year in which the impropriety was determined, rather than being carried back to the applicable year.

Included in GAF were stores of the following types: apparel, furniture, home furnishings, and equipment; department stores; dry goods, variety stores, fabric and yarn, trading stamp redemption stores; hardware, paint, wallpaper, and glass; other general merchandise; books, stationery and paper products, printing, office supplies, and business forms; gifts and novelties; jewelry, luggage, and leather goods; sporting goods, photographic supplies, hobby shops; et cetera.

Included in taxable sales were GAF, plus all other taxable items and services: automotive (excluding automobiles); food; drugstores; lumber, building materials, and supplies; fuel; machinery, equipment, and supplies;

hotels, motels, and tourist camps; and other miscellaneous. Excluded were sales of motor vehicle fuels; motor vehicles, motor homes, and travel trailers; alcoholic beverages; and prescription drugs.

Census Data

> The Department Store, GAF, and Total Retail sales data identified "United States Census" are based on information from the United States Department of Commerce, Bureau of the Census, Washington, D.C.

All the Census data were calculated from data from various issues of the Retail Sales Series, published by the Bureau of the Census. Total retail includes all GAF; food; eating and drinking places; building materials, hardware, garden supply, and mobile home dealers; and drug and proprietary. Excluded from the Census data (to make the United States data more comparable with the Commonwealth of Virginia data) were sales of automobiles, gasoline, and liquor.

GAF included all general merchandise (including department stores), apparel, and furniture and appliance sales. General merchandise included department stores and all sales made by mail order but excluded non-stores (vending machines and door-to-door sellers). Apparel included all stores classified as apparel and accessories, e.g. womens ready to wear, millinery, corsets, furriers, mens and boys clothing and furnishings, family clothing, shoes, and childrens and infants wear. Furniture and appliances included stores selling furniture, floor coverings, china, glassware, appliances, radio and TV, and records and musical instruments.

Department stores included sales in all department stores, including sales made by mail-order catalog desks located within department stores of mail-order firms.

Population and Income Data

> The "Sales per Capita" data were calculated from the Commonwealth of Virginia taxable sales data. Population data are from the Tayloe Murphy Institute.

Population data are from Growth in Virginia, 1970-1980, by Julia H. Martin and Michael A. Spar, published June 1981, by the Tayloe Murphy Institute.

> The "Income per Capita" data were calculated from the population and income data prepared by the Tayloe Murphy Institute.

Income data are published annually by the Tayloe Murphy Institute; the latest publication is Personal Income Estimates for Virginia Counties and Cities; 1974 to 1979 by John L. Knapp and David C. Hodge. Income estimates for 1981 were computed by using the Tayloe Murphy Institute 1979 personal income estimates and estimating the 1981 figures by using personal income data from Business Week, April 13, 1981 and March 1, 1982.